

VARIETY

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64 PAGES

CORNELL'S \$650,000 TOUR

INDUSTRI'L FILM PRODUCERS' NEW DEAL

Barred from an exhibition outlet through the regular picture theatres, because of an industry ban on all commercial films, a new and vast audience looms. The new audience for industrial films is composed of the people employed in American industries seeing the pictures during their working hours from an educational slant, pertaining directly to their particular work rather than as entertainment.

The whole perspective, however, for the industrial producers is changing. Two years ago they were making pictures to be squeezed into an otherwise entertainment program offered the public and getting a percentage, as well as a guarantee in most cases, from the advertiser whose product was being plugged. Then the bars were drawn. The film industry, with several of its largest companies going in heavily for such advertising gratuities, received and accepted as law a drastic ultimatum from the American Newspaper Publishers' Association. So completely is that law being respected that only the smallest and least consequential box offices are risking commercialized product for their screens.

A check-up of the field to date shows some 37 industrial producers in the U. S. to be already treading of their own New Deal. Furthermore, not only do they have none of the political worries as of old but approval of both newspapers and regular theatre men.

OPPOSISH 'DRUNKARD' IN TWO MIL. HOTELS

Milwaukee, June 11. Milwaukee got its fill of 'The Drunkard' last week with two downtown hotels playing in direct opposition.

The New Pfister roof garden opened with 'The Drunkard.' At the same time the Hotel Schroeder opened its Crystal Ballroom with the same show. Both places charge \$1.50, plus a dinner. Beer and pretzels come extra.

The Civic Players are presenting the ancient meller at the New Pfister with all the trimmings, including kerosene footlights and songs between the acts.

No 9 O'Clock Town By Gum

Extending its June 11, 'I could lie down beside a calliope and go right to sleep,' was the answer. Irate citizens got when they went to the mayor for a 9 p. m. curfew on the musical effort used by an amusement enterprise to drum up trade.

The mayor gave further voice to the fact that the municipality was no 9 o'clock town but that the tooting hereafter will be soft-pedaled after 11.

Licensed to Bounce

Fort Wayne, June 11. WOWO is taking no chances on undesirables hanging around its broadcasting studios or crashing programs without regular authority and has had five members of staff sworn in as deputy sheriffs, which gives them full power to eject any troublesome strangers from premises.

Included in the radio posse are: Medford Maxwell, Percy Robbins, Gunnar Elliot, Al Becker and Marguerite Hitzman, staff organizer.

KID SHILLS FOR H'WOOD FAKE PIC SCHOOLS

Hollywood, June 11.

Fake film school operators are now using femme stooges with kids to garner suckers for their racket.

New angle is to hire young women with cute youngsters to work the city parks, on a percentage of the take from the suckers.

Femme agents are armed with a phoney check before starting the day's work. Seeing a likely looking mother with a youngster, they get into conversation and casually remark that the kid ought to be in pictures. As a come-on, the solicitor shows the check, claiming it was earned by her child in picture work and gives the name and address of the man who can clinch it.

At the promoter's office the hopeful mother learns there is a \$5 fee for 'registration,' and as the child is untrained she stands a better chance of getting a job if the child takes a course of 10 lessons for another \$5.

Hundreds of mothers are reported to have fallen for the racket with not one of them known to have gotten a film job as a result. Stooges work mostly in the downtown and east side parks, among foreign residents.

UNCLE SAM ON WARPATH IN CRUSADE FOR COMPULSORY CLEANUP OF H'WOOD

Washington, June 11. Uncle Sam is on the warpath and priming to join the crusade for compulsory cleanup in Hollywood.

While plans have not been fully dotted out, it was revealed last week that the Justice Department, Labor Department, and the White House are becoming extremely irked by the culture of entertainment and the uncompromising attitude of industry leaders.

Principal Government peeve is the crime and gangster type of pic-

75 TOWNS, 225 TIMES ON ROAD

Star with 3-Play Repertoire Covered 16,853 Miles Coast-to-Coast—Mostly 1-Niters—Played to 500,000 People—Out for 29 Weeks

\$65,000 TO GOVT

During the season of 1933-34, when again there was no 'road' the tour of Katharine Cornell from Coast to Coast stands as the most outstanding dramatic accomplishment in recent years. When the star winds up the journey in Brooklyn next Wednesday (20) she will have played 225 performances in 75 cities.

Approximate total gross of the tour is \$650,000, and it is estimated that 500,000 persons paid admission to see 'K' perform. Starting last Nov. 29 in Buffalo, which was her home (although born in Berlin), Miss Cornell's tour was continuous for (Continued on page 54)

PAT McNUTT'S SOFT FILM SPOT

Patterson McNutt, former newspaperman and legit producer, goes to Hollywood this week to write for Paramount.

He was informed his first assignment would be easy—that of 'taking the sex out of 'Sailor Beware.'

Willi Slavens McNutt, his brother, has been on the Coast for several years, also with Par.

ture which the officials contend is a serious menace despite what psychologists and psychi may say to the contrary.

Heads of the Federal anti-crime war were particularly incensed by recent newsreel shots of Dillinger which they feel tended to glorify the No. 1 outlaw and were inimical to public interest. Protests were made against continued showing of those scenes, it is reported, but a strong letter telling the Government to tend to its own knitting

1st H'wood Pic (1911) May Reflicker To Provide Headstone for Pioneer

'34 Travel

A booker who transports his own shows by auto was making the jump to New England last week with a flock of turns. They were crawling up Boston Post road, when one of the acts in the back seat yelled: 'Hey, we'll muff the rehearsal. Step on the gas!'

'I can't go any faster,' said the booker-driver. 'The opening act is following us on a bicycle.'

Hollywood, June 11.

If plans being formulated by friends are carried to successful conclusion the first picture ever to come out of Hollywood will again flicker on the nation's screens and an impoverished widow will receive enough money from its showings to pay for a suitable marker over the grave of the man who pioneered the film movement westward.

When David Horsley passed away last year the accumulation of a \$2,000,000 fortune had been wiped out through bad investments. Though his last days were made comfortable by the Motion Picture Relief Fund, Hollywood seems to have forgotten that it was Horsley who laid the industry's cornerstone on the Coast for his grave is without semblance of identification.

Domiciled in cramped quarters in the rear of a abandoned film laboratory, Mrs. Mary Horsley, the widow, lives with her two children. She gets a few days' work occasionally in studio wardrobe departments. Widow had hoped to lay aside enough to erect a headstone over the last resting place of her husband, but it has been a problem to make ends meet.

Veterans of the picture business who shared the fruits of Horsley Midas-touch are fostering the movement which is hoped to provide the necessary funds. Their appeals are being directed at film critics, columnists and theatre operators. (Continued on page 57)

AUTO FREE SHOWS TOUGH COMPETITION

Minneapolis, June 11. Exhibitors here are grumbling plenty at the 'big automobile manufacturers' for coming in with free show opposition. With business bad at the theatres anyway, General Motors first butted in with a big free show, including a popular local band and vaudeville, for a whole week at the municipal auditorium. Then Ford pulled a similar stunt with an open air show, including six vaudeville acts.

Some of the theatre owners are sarcastically 'thanking' it turn over a portion of their lobbies to G. M. and Ford competitors for display sales rooms.

1st Television Theatre

London, June 11. A Manchester inventor has promoted the building of a television theatre at a Lancashire seaside resort. It is claimed that this will be the first television theatre in the world.

The programs will come from Dublin, thereby ending the English ban on commercial broadcasting. The proposed theatre will seat 2,000.

was received. This infuriated Federal officials, who are getting ready to move in much more militantly.

Labor Department's interest, arising principally from studies of problem of child delinquency, is not new, but feeling in this agency is growing stronger. Any new move for Federal censorship, control, or supervision is certain to receive enthusiastic support.

Both agencies feel that crime (Continued on page 57)

THE HOUR-GLASS FIGURE THAT MAKES EVERY SECOND COUNT



MAE WEST IN "IT AIN'T NO SIN"...DIRECTED BY LEO McCAREY



SHOOT THE

THE MOSTA

Take a tip from the Old Maestro and shoot the works with "SHOOT THE WORKS." You can't lose, folks. It's got fun . . . it's got love . . . it's got a little kiss . . . seven smash songs by Coslow and Johnston, Gordon and Revel . . . It's got Oakie, it's got "Skippy," it's got Frawley, Karns and cute little Arline Judge . . . and last but not least, it's got the Old Maestro himself and All His Merry Lads . . . So 'elp me, folks, it's got the mosta of the besta for deah, deah old box-office. SHOOT THE WORKS! . . . Yowsah!



OKAY, OAKIE!



"YOU NASTY MAN!"



IT'S A GAG

if it's a PARAMOUNT PICTURE

NEW WORKS

OF THE BESTA, YOWSAH!



SEVEN HIT TUNES:

"Do I Love You"... "Were Your Ears Burning"...
 "With My Eyes Wide Open, I'm Dreaming"...
 "In the Good Old Winter Time"... "Take a
 Lesson from the Lark"... "A Bowl of Chop Suey
 and You-ey!"... "When Ezra Plays the Fiddle"



AND ALL THE MERRY LADS

"SHOOT THE WORKS"

with

Ben Bernie and all his Merry Lads
 Jack Oakie • Arline Judge
 Alison Skipworth • Roscoe Karns
 William Frawley

• Directed by Wesley Ruggles •

From a play by Ben Hecht and Gene Fowler

it's the best show in town!



Always-the-Same Time Becomes an Appointment in Lives of Millions, Declares CBS' Essay on Habit

Advertisers who have got the most out of radio have been those who have recognized the power of time habit in people's lives and taken advantage of a 'franchise' on a given-time on the air over a period of years. This is the argument contained in a brochure, 'The Added Increment,' which CBS distributed among ad agencies last week. The thesis to the given-time angle as an 'intangible but potent force in radio broadcasting.'

Brochure contends that space advertising can do little to exploit the 'place habits' of the public, while radio, by its very nature is in a position to affect powerfully the multitude's time habits. Reader's contact with the ad is at best accidental, but a particular spot on the air can become the every-day or every week habit, intimate and deeply ingrained, of millions of listeners. These, particularly, time listening habits, says the Columbia booklet, take time to form, and when formed are half-perpetuating. The longer the program is on the air the more valuable becomes its investment to the advertiser. And as the brochure sees it, the client's franchise upon a given period becomes a franchise, on a segment of the lives of millions of consumers.

Quotes Ramsdell

Appended to the network's comments on the time habit factor is a quotation from a speech by Sayre M. Ramsdell, advertising manager of the Philo Radio and Television Corp. This excerpt tells of the unique advantage that broadcasting offers by way of the time franchise strategy, and extols the effect of having what amounts to a personal appointment in millions of homes at 7:45 (Philo's time on CBS) every evening. Ramsdell is quoted as saying that Philco has garnered double or triple the returns on every dollar invested in radio advertising, first by staying on the air without interruption (over 80 weeks to date) and second, without losing its franchise on a given hour. Ramsdell refers to the latter as a new concept in advertising, made possible by radio only, and one which is generally underestimated and unappreciated.

PROOF OF RESULTS

Stories of Air Advertising Made by CBS

CBS's sales promotion department has a new study in commodity markets which is due off the press for distribution to the advertising vanguard within the next two weeks. In this work the network regiments the actual selling results reaped by several major national merchandisers who have used both space and radio.

Research along these lines were carried on by Columbia over a period of 10 months. Each commodity quoted is said to represent an actual opening of the merchandiser's books to the web's statistics collectors.

Kraft After Crosby

Kraft-Phenix is angling for ing Crosby. Cheese packer would like to have him join his Thursday night whirl on NBC this summer. Another bidder for Crosby's services is Woodbury soap, but this assignment would not be effective until the fall. All air offers for the warbler will, however, have to hold until Tom Rockwell, of Rockwell-O'Keefe, Inc., which manages Crosby, returns from Europe. Kraft-Phenix may also include in the proposition a 'bid' for the Mills Bros. With Crosby and the Mills foursome on the program the mixed chorus now part of the Thursday cast would be dropped.

Galli-Gurci for Milk

Chicago, June 11. Mme. Galli-Gurci will guest on the Carnation show this coming Monday (18). Carnation is considering going into a regular policy of guesters.

Sponsor Stuff

Wine bottling company had a program running on stations in Peoria, Grand Rapids and Syracuse several weeks before it discovered that it hadn't set up distributing facilities and sales forces for these areas. Towns had been designated by the account itself. Outlets involved, when made conversant with the embarrassing situation, graciously agreed to cancel the 13-week contract.

SELLING FILM TICKETS BY RADIO

Auditioned for the Motion Picture Producers and Distributors of America, Inc. by NBC last week was a program composed of a dance company under Al Goodman, a girl warbler and Graham McNamee. Network suggested this setup for the campaign that the Will Hays office is launching to sell the public on the habit of visiting picture theatres more often during the summer.

Proposition as advanced by NBC would have this program released on the basis of five times a week. Stanza framed around Goodman and McNamee runs 15 minutes. Probability that the Hays organization will also make use of the air series to parry the attack that the picture industry is now being subjected to by the church and other critical sectors.

Kayser Silk Air-Minded

Kayser Silk is being groomed for a filer in radio this fall. Among those auditioned last week at NBC for the account was Lou Gluskin's Continental dance ensemble. Young and Rubicam is the agency.

Geo. Storer, WMCA, Quietly Matures Network; Ultimately in Chicago

George Storer has the nucleus of his proposed basic territory network in operation. From the studios of WMCA, New York, which he now heads, Storer is feeding sustaining programs daily to WFBN, Philadelphia; WOL, Washington; WDEL, Wilmington, and WPRO, Providence. He has incorporated his chain project under the title of the American Broadcast System. The first three were allied with the ill-fated Amalgamated Broadcasting System.

Storer is proceeding with his network proposition slowly and without ballyhoo. His policy here is founded on the lesson gained by the broadcast trade from the methods that led up to the collapse of Ed Wynn's Amalgamated Broadcasting System. It is Storer's intention to build up his web on a sustaining basis before undertaking to sell it as a commercial medium.

Board of directors of the American Broadcasting System have not been designated. This directorate will likely include several of the Wall Street seigns interested with Storer in the operation of WMCA, as well as several of his financial associates in Detroit. Later, who for incorporating purposes named himself president of the ABS, also operates CKLW, Detroit-Windsor; WSPD, Toledo, and WVVV, Wheeling, W. Va.

Storer expects to extend his system to Chicago, thereby keeping within the basic area. So far he isn't set on a Chicago outlet.

Knipe to WMCA

Negotiations are for Carl Knipe, formerly sales manager for CBS, to join WMCA, New York, in a similar capacity. Connection will likely be consummated this week.

Before coming with Columbia he was a foreign office manager for J. Walter Thompson and in charge of sales promotion for Liberty.

REPEAT SAME WAX SHOWS FOR YEARS

One of the curiosities in commercial broadcasting are the same sets of recorded programs which have been making the rounds of hinterland stations year in and year out. Advertisers behind these stencils keep circulating them around, booking them on each outlet for a run of 13 weeks and after an interval from 26 to 39 weeks bringing the series back for another airing on the same station.

Several merchandisers have used the same waxed shows continuously for as long as four years. When the disc became worn from excessive shipping and needle grinding all they have to do is order a new one from the pressing factory where the masters are kept on file. Only other charge these advertisers run into is the music fee of 25c. for a pop number and 50c. for a restricted tune which the publisher collects according to each station usage.

Among the accounts that have made a practice of using the same recorded series over a stretch of years and on the interval circuiting plan are Thin Hand Cream, Outdoor Girl Face Powder and Sapolin enamel.

Ether Tax Drive

Baltimore, June 11.

WCAO, WCBM and WFBE are allotting five minutes daily to Thos. G. Young, municipal tax collector, for civic appeal spolia. Burg past few years has led country for speedy tax garnering, and each spring the city government makes a special heralded drive to corner the coin quickly.

Stations are permitting Mr. Young a fortnight each as a measure of civic good-will.

WORLD TO OLD WENR STUDIOS, CHICAGO

Chicago, June 11.

Negotiations on for the switch of the World Broadcasting offices here from the old WMAQ quarters in the Daily News building to the old WENR studios in the Opera Building.

It is likely that when World shifts to the former WENR plant that the Columbia lab will take over the Daily News layout. Columbia particularly has been anxious to move out of its present setup, and has been dickering with practically every available building for studio space.

New Pepsodent Product

Chicago, June 11.

Pepsodent planning an addition to its regular line this fall, in keeping with its adopted policy of adding a new product every six months or so.

If and when issued, radio will be used.

PIPER WITH PEPSODENT

Chicago, June 11.

Lynn Piper comes in as general sales manager for Pepsodent. Piper was formerly with the O'Ceard company.

Kitchen Klenzer, in Chi Court, Asks \$10,000 From Agency on Overcharges

What Big Muscles

Al Zugsmith, band booker in the CBS Artists Bureau, has had himself added to another payroll for the summer. Four days a week he'll work for Columbia and the other three, Friday, Saturday and Sunday, he'll serve as a life guard on the Atlantic City beach.

Up to Sunday and Friday for the CBS personnel, anyway, and the Friday absence Zugsmith contrived by making his vacation 14 Fridays in a row in place of the customary two weeks.

SHORTWAVING GULF SHOWS JULY 15

Gulf Oil starts having its Sunday night shows shortwaved from Europe July 15. First international event of the series will include Gertrude Lawrence, Danny Malone, ballad singer, and Carroll Gibbons' band. C. B. Cochran, British showman, has been retained to do the production-supervising for the imported series.

Will Rogers' current run in the refiner's niche on NBC takes him up to and including July 8. Gulf has committed itself for four European broadcasts, with two of them originating from Paris. If the four go over both from the technical and entertainment angles eight more programs from foreign sources will be added. All these broadcasts will be shortwaved from London, with the programs on the Continent being brought into that point by telephone wire.

CAN'T ATTACH RADIO ON DEBT JUDGMENT

Berlin, May 26.

German minister of law has submitted an opinion according to which radio sets, if they are not luxury outfits, can under no circumstances be seized for debt even though they are not used for business purposes, as for instance, by innkeepers or farmers, who use their apparatus to get weather reports.

Opinions about what is necessary and what is not have changed with time. Twenty years ago a bicycle or sewing machine were seizable, but today they may not be attached. Same change has taken place concerning the necessity for a radio apparatus.

Chi NBC Options Cook Backstage Air Serial

Chicago, June 11.

Chi NBC has taken an option on Jim Cagney's serial, 'Stand-By,' which is a story of backstage radio. NBC figures that the backstage angle should be as potent in radio as it has been in legit and in pictures. Will start auditioning to clients this week. Serial will run 15-minute sessions either three or six times weekly. Cook was formerly with the local NBC publicity department.

Lombardo on Plough

Chicago, June 11.

Guy Lombardo orchestra has been set for a long-term run for Plough's NBC show, replacing Vincent Lopez band.

Lombardo will start July 4 on a 26-week contract with options for 26 weeks additional. Plough figures to follow the band on its tours if and when Lombardo hits for the road. Show will also utilize guest stars.

Chicago, June 11.

Client and an agency are going to court here to battle out the question of how much coin the agency should get for services rendered. It started with a suit filed by the Airways Sales Engineers, Inc., agency against the Fitzpatrick Bros., Inc., makers of Kitchen Kleenex, for \$3,800, which the agency claims is a Fitzpatrick company owes for the month of March.

Fitzpatrick outfit turned around and entered a counter-claim against the agency, asking for \$10,000 damages on the allegation that the agency had consistently overcharged. Fitzpatrick side of the case states that the agency is allowed only its regular 15% commission on radio station billing, and claims that the agency got more than its 15%. The agency claims the extras are due for additional services in shaping shows, finding talent, traveling and entertainment expenses, according to the agency attorney, David Spector.

Claims Listed

Statement of claims as drawn up by the Fitzpatrick lawyer, Howard Moses, goes into individual cases. States that from Jan. 1, 1932, to March 30, 1934, station WJR, Detroit, billed the agency for \$4,395, but that the agency listed it as \$7,916.16, and asks that the agency be made to refund the overcharge of \$3,020.16.

Affidavit further claims that between Aug. 23 and Nov. 17, 1933, the agency placed advertising on WHK in Cleveland, and that the station charged \$247, but that the Fitzpatrick company paid the agency on billing of \$580. Other overcharges are claimed on WMBD, Peoria, for \$59.85; on WHB, Kansas City, for \$992.52 in one instance and \$1,022.58 on a later campaign. Also asks refund of alleged overcharge on WLW, Cincy, for \$1,704, and on WCCO, Minneapolis, for \$380; on KST, St. Paul, \$12.

Fitzpatrick attorney, in his counter-claim, also states that he was advertising placed on WOWO, Fort Wayne; WLS, Chicago, and on other stations on which the client was not informed.

Fitzpatrick claims that the amount of money due from Airways on back billing is \$7,177.05, but is asking for an even 10 grand to settle damages. Case will be decided in the Municipal Court here.

CHI NBC CUTTING DOWN ON BENEFITS

Chicago, June 11.

Front office of NBC here has issued an order that all requests for benefits appearances of its talent must be cleared by the administration end of the network. The order is an effort to clip on the number of phoney requests that have been pouring into the talent bureau of both NBC and CBS here lately.

NBC has taken the stand that if the benefit is worthy and still cannot afford to pay the talent that the network will reimburse the performers, with NBC feeling that it is not fair to ask the performers to work additional hours gratis. On its side NBC will check off the additional expense to good-will.

Jack Little's In-Laws in A Run-In with the Law

Albany, June 11.

Mr. and Mrs. Harry Hellman, owners of the Paramount and Royal theatres (films) and in-laws of Little Jack Little, face police court charges as a result of a run-in with a traffic cop. Mrs. Hellman is accused of failing to obey the cop's signal and her husband is charged with third degree assault upon the policeman.

The cop alleges Mrs. Hellman failed to heed his order to stop her auto until she was near the Royal theatre. He also reported that Hellman came out of the theatre, joined the argument and seized him by the neck. Mrs. Hellman later called on the police chief to be released. She is suffering from nervous shock. The Hellmans demanded jury trials.

NEW RADIO RULERS JULY 1

MODIFIED DILL BILL PASSES

Seven-Man Commission Will Supplant Old FRC—100-Watt Stations Exempt from Zone Quotas—Commission Will 'Study' Allocation of Facilities to Non-Profit Groups

COMPROMISE

Washington, June 11. Relatively few changes in the present radio law are required by the new government communications control policy as expressed in the revised Dill-Rayburn bill agreed upon by Senate and House conferees last week.

Accepting the House plan of a seven-man commission, the Senate backed down on the most objectionable features of the Dill bill, although a number of minor revisions of existing law were written into the final draft. Law goes into effect July 1, abolishing the present commission.

The substitute bill adopts various provisions of the Senate version, but rejects changes which were not contained in the Davis bill, which passed the 72d Congress and was given a pocket-veto by President Hoover.

Restrict Radi rabbing

One major change was final decision to restrict the government's power to take control of all communications in times of emergency. Senate bill gave this authority in times of war or public peril, but the revision grants confiscatory powers only in connection with 'the continuance of a war.'

The measure in final form provides: (1) Territories and possessions shall be eliminated from the zones for equality of broadcast distribution; (2) Changes in frequency, power or time must be preceded by public hearings; (3) The commission may require painting or illumination of towers; (4) Stations with not more than 100 watts power may be licensed without regard to quota limitations, providing they do not interfere with efficient service of other stations; (5) The commission shall study the feasibility of allocating by statute fixed percentages of broadcast facilities to particular types of non-profit groups; (6) Maximum license terms shall not exceed three years. The conferees rejected the Senate proposal to fix the limit at one year; (7) Commission may supervise transfer of stock control of license corporations, and must secure full information before approving transfers; (8) Commission may refuse licenses to applicants held guilty of violating anti-trust laws, even though courts have not ordered revocation of existing licenses; (9) Time for protesting revocation of license is cut from 30 to 15 days, but Senate amendment authorizing suspension is omitted; (10) Lotteries and other schemes shall not be licensed; (11) Programs originating in this country, but actually broadcast from neighboring countries, are under the commission's jurisdiction; (12) Applications for rehearings must be filed in 20 days; (13) Restrictions on licensing foreign corporations, or alien applicants, shall be strengthened; (14) Restrictions on foreign licenses shall apply to holding companies if the public interest will be served by withholding licenses.

Anti-Monopoly Amendment Out

The objectionable Dill anti-monopoly amendment was thrown overboard, as were Senate changes pertaining to equality of opportunity for political candidates or persons discussing controversial public topics.

Re-emerging with a few changes in provisions of existing law concerning allocation of facilities, the new law stipulates that in grant-

Higher Education

Ed Wynn will go collegiate for Yale's commencement parade. Comedian will be made an honorary member of class of 1934 and will head their section of parade as fire chief on a white horse. Class costumes to be white with suit as fire chiefs. They've already made Wynn an honorary fire chief here, in addition to the forthcoming collegiate decoration.

ing a renewal application, the commission shall be governed by the same considerations which affected the original grant.

Conference proposals went through both branches in short order Saturday (9) and the bill was sent to the White House for the President's signature. A futile fight to eliminate the new radio clauses was launched in the House by Representative Bland of Virginia, chairman of the House Merchant Marine, Radio and Fisheries committee, but Speaker Rainey overruled parliamentary objections and the House voted acceptance of the compromise.

Political backfire to block appointment of present Radio Commission members to the new seven-man communications commission was started blazing here last week as President Roosevelt reputedly prepared his slate of new radio, telephone, telegraph and cable bosses.

Compromise on new communications law was reached Thursday (7) and conferees' recommendations were approved Saturday (9). Bill becomes effective July 1, and President Roosevelt said Friday (8) no action will be taken until shortly before that time to designate new commission.

Scores of names have been put forward for consideration in setting up new communications boss. Apparently those with best prospects at present are Judge Eugene O. Sykes, chairman of existing commission; Commissioner of Brown, Governor Comstock of Michigan, Representative Anning S. Prall of New York, named last winter to fill vacancy in present set-up; Dr. Irving Stewart of State Department, participant in Madrid and Mexico City international conferences; Capt. Stanley Hooper, director of Naval Communications, and Dr.

(Conti used on page 43)

SURVEYS OKAY WYNN

Comedian Renewed When Texaco Reassured.

Ed Wynn has been given a contract by Texaco for the fall, which will make it his third season for the petrol distributor. What clinched the re-signing was a telephone survey conducted by Hanft-Metzer, agency on the account.

Through 50,000 calls the agency proved that the comic had retained his dual pulling power. Check along similar lines was also made by an outside research organization and the results of the two quizzes glibly decided in Wynn's favor. Tuesday night spot will be retained on NBC's red (WEAF) link.

CKY, WINNIPEG, EYES 15,000-WATT TILT

Winnipeg, June 11.

After hearing rumbles that the new 100-watt indie opposish, CJRC, was after a power boost, CKY, the provincial government-owned 5,000-watter, came through with announcement that it will be 15,000 watts come next fall.

Station will spend about \$100,000, the biggest item being construction of entirely new transmitting plant of Northern Electric equipment. Contract for construction work to be awarded Thursday (14). Likely new studios will be built or present layout renovated.

James Richardson, millionaire owner of CJRC, is quite frequently do at Ottawa and it is said he's after authority to boost his indie from 100 to 1,000 watts and get a new wave-length. The 1390 channel is too crowded, he says.

CKY has publicly stated its eagerness to assist CKY's new venture, but apparently has given Richardson little encouragement.

Owen Young's Speech

Lincoln, June 11.

Owen D. Young, picked up by special NBC wire into Chi for the whole system when he spoke to the graduation class of the University of Nebraska.

Besides NBC, speech was broadcast by KFAB and KFOR, both of them CBS subscribers.

This is the only commencement address Young will make this year.

Expect Labor Battle When Code Is Reopened on Technicians June 20

Woodpeckers

Nashville, June 11.

Harry Stone, general manager of Station WSM, in checking bills submitted for okay by the station transmitter 12 miles outside Nashville found an item for shot gun shells. A quick telephone call demanded how come.

Then the story came out. Technical crew at the transmitter have been forced to load their squirrel-artillery and attack woodpeckers who were threatening to demolish the telephone poles that carry the wires from station to transmitter. Woodpeckers had done so much damage before target practice started that a couple of poles were bending badly in the breeze.

When not engaged in marksmanship the boys at the transmitter fill in the idle hours by cultivating a little corn and vegetables in their garden.

JACK STEWART NEW BOSS OF WCAE, PITT.

Baltimore, June 11.

Jack Stewart, a front figure in the commercial radio biz in Baltimore for the past eight years, scrambled town last night (Sunday) to assume directorship of WCAE, Pittsburgh, the Hearst-owned Sunbelt station.

Stewart was commercial manager of WCAO and mdre recently of WFBR. Left latter station March 1. Prior to that was with WAUI, Columbus, O., and with pair of Cleveland casters, WTAM and WHK.

Colleen Moore Shells

Hollywood, June 11.

Colleen Moore goes on the Shell hour for Coast CBS tonight (Monday) in 'The Witch'.

Sketch is by Ferenc Molnar.

Washington, June 11.

Nasty fight over labor relations in broadcast industry is expected to break next week, when NRA reopens code provisions as result of report by codists on working conditions of studio engineers.

Anticipated heari was set for June 20 by Deputy William P. Farnsworth, who will preside at sessions to be held in Raleigh hotel. No concrete proposals have been put forward, and whole labor question will be thrown wide open for discussion. Action follows reports by C. A. that it is impossible to dope out right limitations on hours and wages of technicians.

Row is expected to involve bitter charges and counter-charges between union officials and chain and station execs, with workers demanding recognition of outside organizations and complaining about company unions. Protests that chains and individual stations refuse to engage in collective bargaining, and have violated troublesome section 7A of NRA, are slated by union leaders.

Industry is flatly opposed to idea of cutting down working time of engineers in view of Radio Commission requirements governing operation hours. Feel burden on payrolls will be intolerable, and that many little stations will be forced out of biz.

To support their stand, codists will point out that recent surveys show wages have jumped considerably, employment is at record peak, and hours generally have been cut, while business has not improved commensurate with added operating costs.

MOOSE JAW RENOVATES

Eliminate CJRM Interference with Bismarck KFYR

Winnipeg, June 11.

Don Copeland, head of James Richardson & Sons radio department, announces reconstruction of CJRM, its Moose Jaw, Sask. outlet. Work now under way and will be finished about July 1.

New transmitter of 1,000 watts will replace antiquated equipment which created ill will between the Moose Jaw station (on 540 kilos) and KFYR, NBC affiliate at Bismarck, N. D. on 550 kilos. CJRM's signals from old transmitter butted in on KFYR frequently.

Construction also includes new studio at Moose Jaw and new one at Regina, making it a two-city station. Also, a new Canadian Canadian Radio Commission announcer at Regina, named station supervisor, and Brian Elliott program director. They start work Friday (15).

WWL Wins 5-Yr. Fight

New Orleans, June 11.

WWL will operate over 850 kilocycles granted after five-year fight. Station formerly shared with KWKH. Share report, with much bickering ensuing.

KWKH has been assigned to full time on 1,100 kilocycle.

Mexico Closes XEC

Mexico City, June 7.

Radio station XEC, operating at Toluca, capital of Mexico state, has been closed by the ministry of communication, and public works. Concessionaire failed to make ordered improvements.

DISCERS BUY ALTON PLAY

Hollywood, June 11.

Radio Productions, manufacturers of air discs, have bought dramatic rights to 'Hollywood Cinderella,' a play by Maxine Alton. It will be serialized on wax in 26 episodes. Deal is also to have the piece staged here at the Radio Playhouse.

LEHN & FINK'S ELASTIC SALARIES FOR BIG NAMES CREATES PROBLEM

Advertising Circles Argue Both Ways on Value to Radio Program of Fabulous Fees—Plaut Feels Results Justify Expenditures

Bookin agents specializing in name dramatic talent are divided in their opinions on what effect the big salaries demanded by the latter element will have on commercial broadcasting. Some of these agents hold the past season's tendency toward forcing up prices presages a serious setback for the advertising end of the industry, while others contend that, budgets or no budgets, the top names even at \$5,000 have been selling themselves cheaply and that the coming broadcast season will find this level frequently and substantially bettered.

Agents say that the era of consistently big talent payoff was started by Lehn & Fink this season for the drug manufacturer's 'Hall of Fame' segment on NBC Sunday nights. Responsible here for the salary plunge policy is E. N. Plaut, the concern's president. Plaut has been his own company's showman, operating on the premise that if you want to get the maximum listener percentage you must

give them the best and the biggest in the amusement world.

Plaut started out to make the maximum figure for a marquee attraction on this Sunday series \$2,500. This budgeting went awry with the initial broadcast when Katharine Hepburn flouted its offer and said it would have to be double that or else. Brushing aside the advice of his own advertising staff and ad agency reps who protested against yielding to any such demands, Plaut ordered that she be booked regardless of the price. As the series proceeded the \$5,000, \$4,000 and \$3,000 salaries became an almost every week event. John Barrymore asked \$5,000 and got it, while to Clark Gable went \$4,000 for a bit in 'Manhattan Melodrama' which at the same time gained national exploitation for a picture on the verge of release. Joan Crawford drew \$3,500 and garnered a similar break for the same producer. Metro, on 'Sadie McKee'.

Boosting of the air kiddy by Lehn & Fink has particularly had its effect on the talent expenditures by Fleischmann Yeast for its Rudy

Vallee whirligig. Pure strings here on several occasions this season been forced to give beyond what had previously been the maximum salary of \$1,500 for a name regardless of status or pulling power. J. Walter Thompson, until Plaut came along had been quite successful in selling the top liners of the stage and screen on the Thursday night action's value as a show window for radio and on the viewpoint that this angle should be taken into consideration in the matter of salary adjustment. Example set by Lehn & Fink has resulted in more flexibility for the talent budget on the Vallee round of the clock as well as a number of other similar variety shows with network clearances.

Booking agents who regard the practice among stage and screen top liners of demanding 'what Hepburn and Barrymore got' as harmful to the loudspeaker-medium-base their viewpoint on the presumption that if the advertiser finds that these names are not available at the figure set out by his budget, he won't go on the air. And if he's on the air he won't continue. And since the name guest show bank-roller tries to strike a high average of listener appeal by mixing the top with lesser box-office names his frustration will not only mean a loss of income to facility sellers but to talent in the sub brackets.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Once Wkly. Ball Game B'dcast for Oil Corp.; Wheaties Adds WKBF

Air Line News

By Nellie Revell

OUTSTANDING STUNTS: MATTEN'S ONE-MAN SHOW

WSB, Atlanta

altern Stunts Hi Stuff

Effective showmanship in connection with visit of Jimmie Matten, the flier, here this week exhibited by WSB and the Freitag Advertising Agency.

Freitag Agency handles advertising for Wofford Oil Company, distributor of Pure Oil products in the Southeast. Agency distributed 15,000 invitations to Atlantians to meet Matten in the City Auditorium Monday night (June 4) to watch his motion pictures, hear him talk and watch WSB's presentation of the Woco-Pep Review, sponsored by the Wofford Oil Company.

WSB built special studio on the stage of the Auditorium. More than 5,000 people were present. Amplifiers carried the radio broadcast to those in the auditorium and a screen was dropped later to permit exhibition of pictures showing Matten in hazardous flights.

Matten filled five minutes on Woco-Pep Review with easy and likable comment on his flights with distinct humorous turn and got a great hand from the audience in the Auditorium.

This is the first time a sponsor has gone to the expense of renting an auditorium to present a radio broadcast. Sponsor considers expenditure for the show a business investment in view of enthusiastic attendance and emphasis laid on Pure Oil products. Matten, technical aeronautical advisor for Pure Oil, did not mention company products during broadcast but program continually laid plug on thick.

rapenuts Stunt

This Wednesday's (13) installment of the Byrd expedition (Grape-nuts) series will include a harmonica contest with the contestants separated by some 8,000 miles. On the New York end will be the champ tooter of the American fleet, while pitted against him from Little America will be Al Carbone, the expedition's cook. Picked to judge the event will be a sailor, a marine and a soldier.

Competitor for Carbone was arrived at by playing off the ace harmonica pushers on the navy's ships moored along New York city's waters.

G. M.'s Portland Push

Portland, Ore. When General Motors sought publicity for its products show in Portland, for the week beginning June 2, its advertising executives chose to use radio stations KGW and KEX of The Oregonian.

Here's an outline of the promotion campaign:

First: On the Tuesday before the show the Portland breakfast club on its weekly KEX broadcast plugged the show, introducing General Motors executives over the air. Second: On Tuesday night KEX's popular "Hiring Broadway show, the 'Circus Court of the Air' was given over entirely to the trial of four local General Motors executives.

Third: Daily and nightly announcements were broadcast over both stations for the nine days preceding the opening, with one announcement at half way in the broadcast and is paying half the cost of the wire rental into the pavilion.

Baking company is highly pleased with the arrangement and likewise the park management, according to Gary, who handles the broadcast himself, making the announcements and speaking also for the baking company. It is the first instance where such an arrangement has been worked out in eastern Ohio amusement parks.

Ice Box Vanities

Philadelphia. One of the most effective other merchandising stunts pulled locally, shared WIP and Gimbel's Store plenty of publicity and business. Refrigeration show arranged between station and nine local dealers, with each dealer receiving all publicity and advertising for one day—show lasting ten days. WIP signed Molasses 'n' January, Jack Arthur, Captain Tim Healey, Emerson King, Charles Francis Coe, Phil Cook and Al and Lee Reiser for daily broadcast from store's auditorium and refrigeration depot.

Stunt pulled heavy crowds and reports have it that everybody bought but the autograph hounds!

Zeppelin Concert

Berlin, Germany. The large Zeppelin, D LZ 127, on the occasion of the flying show came to Berlin and later crossed the Baltic Sea. During this flight over the Baltic Sea the orchestra of the Zepp gave a concert (at night) which was broadcast to all German stations and the results proved good.

WAAW and De olay

Omaha. WAAW, the city's non-chain broadcasting company, has found at least a partial answer as to what to do with its time Sunday afternoons. Problem has arisen with the increased daylight time of summer, which puts the station on the air Sundays in contrast to its winter policy. The station does not aim to make the Sunday day of intense commercial activity, and has had to turn to sustenance as the answer.

One of its best is a twenty-finger outfit known as the Piano Pals, making their own arrangements of both popular and light classical music. But they're in for only a fifteen-minute show.

Other afternoon cuffs which begin to show promise is a half-hour variety program modeled after some of the chain stand-bys, but using all local talent from beginning to end, including script. Half-hour is known as the DeMolay Variety program and is the only local attempt at anything like this. The youngsters of the fraternal organization asked for the time and are proving their worth with the program including a ten-piece band, the Campus Club all of whose players are under twenty and under the direction of the DeMolay Band.

Classifying as novelties and as something different and coming at periods in the afternoon when the shades are down, these two programs have helped in making Sunday engrossing.

Home Runs Get Reward

Boston. Kentucky Club Tobacco is paying off on home runs in Fenway Park and Braves Field, big league ball parks here. All home team players hitting for a circuit get a one-cent tin free from Fred Hoey, play-by-play announcer for K. C. of all Boston home games over WNAC and the Yankee radio broadcast.

Hoey also gives a one-pound tin to all New York and Brooklyn players turning trick. Plenty big New York audience tuned in on WCCB, Bridgeport, Hoey's announcement of stunt squawked when he stated only Boston players could cash in on round-trip wallop. Kids are given instructions in New England week starting June 4.

to Fans' 10% Off

Schenectady. A special 10-percent discount to radio listeners is offered by Breslaw Brothers' chain of furniture stores, which sponsors Bradley Kincaid on a Monday a.m. shot and Forrest Willis and Annette McCullough on a Thursday a.m. broadcast, over WGY. Discount is not newspaper advertised.

KALE's Kid Auditions

Portland, Ore. Olds, Wortman & King on KALE introduce a novel plan to promote good will and provide instruction to the young boys and girls who aspire to be radio stars. Entertainer Homer Welch (Uncle Jim) conducts each Saturday morning at the auditorium of the store the radio school sessions under the age of 14. The broadcasts come on the air each Saturday at 10 a.m. and auditions are held following the broadcasts to select the best talent. Kids are given instructions in microphone technique and display great versatility.

Another novel program for kids and their parents also is heard over KALE each Thursday evening. Gary, official trailing dog of the Portland police department, promulgates the law in the form of a series of programs depicting episodes in his canine life. Gary holds record for scaling high walls and many medals and citations for life saving. Gary's proof in this product is not responsible for the appearance of Gary.

Chicago, June 11.

Testing baseball play-by-play values in Lincoln, Neb., the Deep Rock Oil company has signed with station KFAB for a Sunday broadcast of the home game of either of the Chicago big league teams. Flashes by telegraph wire and transposed into a running account at the studio. Through Free & Slingsinger.

When spreads its baseball play-by-play to Indianapolis, going on WKBF for game announcements. Makes it six cities in which Wheaties are getting baseball plugs. Through the Blackett-S.H. agency, assisted by Grieg-Blair & Splight, station rep.

Here and There

Station WALA, Mobile, Ala., sharing time with WSPA, Montgomery, has been granted permission by the radio commission to change the stations frequency from 1,410 kilocycles to 1,380 and to operate on unlimited time.

Fred Jeske leaves WOC-WHO, Des Moines, for KVOO, Tulsa.

Lou Williams, formerly WCAU, Philadelphia, doing spot stuff at KSO, Des Moines.

Three Calico Maids, formerly featured on WOC-WHO Barndance, touring Yellowstone and Colorado for the summer, returning to WOC-WHO in the fall, replaced by the 3-H's (Esta Lee, Katherine and Ruth) in the barndance unit for the summer.

Gene O'Fallen, owner of KFEL, Denver, attending the Advertising Federation of America convention in New York.

Glen W. Earnhart, chief operator of KFEL, Denver, has resigned to accept the vice presidency of the Bighorn Broadcasting Company, at Sheridan, Wyo., operators of KWYO. Earnhart was former federal inspector and opened the Denver office for the government.

J. R. Warwick of the Cecil, Warwick & Co. Agency, has been on the Pacific Coast lining up film names for the NBC Non-Spl 'Love Story' program is on his way back to New York.

Lee Atlase finally got that sail-stuffed and hung in his Chicago office.

Niles Trammel, slipped over the Canadian border for a 10-day lay-off.

Ed Voynow down into the southern territory for business confabs with the Petty stations.

Al Williamson, scooped radio on the Henry Fletcher broadcast for NBC, Chicago.

Irene Beasley goes on the Palmer House show on the 13th.

Credo Harris, manager of WHAS, Louisville, is now a Doctor of Laws. Degree was conferred by Asbury College, Wilmore, Kentucky, June 6. Institution has a program over WCAU and except Sunday from a branch studio at Wilmore.

Kerr Jar Co. backing Monday mornings the 'Country Garden' canning program with Marsha Wheeler on WCKY, Cincinnati.

Herbert C. Rice, production manager of WGR and WKBW, Buffalo, and Lorraine Pankow, of CBS, H. B. O. Rangoon, who were married several months ago, will spend the summer honeymooning with Rice's parents in England.

Fels Naptha soap is using a local quartet for a 26 weeks run on WCOG, Minneapolis's - St. Paul. Schedule calls for two 15-minute periods a week. Make 24 stations that Fels has tied up on a local talent proposition.

Frank Miller, of WGST, Atlanta, was in Birmingham visiting last week.

'Goldbergs' definitely go off the air on July 13 which is the third anniversary, almost to the exact day that show went on the air for Pepsi-Cola. The entire cast and Karrigan and Gross leave New York July 6 for Chicago where they open a vaudeville tour on July 8. Act will consist of a ten-minute sketch. Final broadcasts will come from Chicago studios of NBC. Ruby Cowan of NBC is shepherding the troupe, NBC is holding tentative networks open in case Pepsi-Cola decides to return in fall.

rof. Butts Returns

John Greig who was 'Professor Lucifer Gargonzoza Butts' on the Collier Hour is back on the air at NBC after a two-year layoff. One of the few real Scots-on-radio, his work has always called for him to do a German or French dialect. He is preparing a script which will return 'Prof. Butts' to the mike.

WOR Solicits Boose

WOR is the only station encouraging its sales dept to offer time to agencies for liquor accounts. Chains hem and haw when asked for time by whiskey concerns since they are worried about the various local liquor rulings. WOR insists that use of line 'This advt. is not intended to offer, etc., etc.' as in newspaper ads will cover program against any beef.

Nat Shilkret Gets Degree

Nathaniel Shilkret stepped into Paderewski's class last week. Bethany College in Lincoln, Kansas, conferred a degree of doctor of music on the maestro. Now he's Dr. Shilkret to the boys.

Short Shots

Pete Dixon left Wickersham Hospital Friday, having been laid up with nervous breakdown. Fortunately he was ahead of his scripts for the Bobby Benson show at CBS. Mohawk Rugs off for the summer; may return in the fall. 'Mystery Chef' likewise on June 22. Belle Blanche, former vaudeville headliner, will guest star on Bab-O show on June 24. Carlo de Angelo and the Blackman Agency may separate. Helen Strauss, p.a. at Benton & Bowles, to Chicago for publicity on Clara, Lou & Em. Back on tonight. Wally Jordan of McKnight and Jordan & Em. Back on tonight. Betty Gards on Elbinger show this divorcing his tonsils. Morton Downey closes at Chez Pares on June 13 and back to town for CBS on Sat eve; due to return to Chicago on July 20 for vaudeville and doubling at Chez Pares. Oakite starts new commercial on WINS using the Musical Clock Girl who is now Gladys Thornton instead of Helen Merchant. Ray Heatherton will vocalize on Allen Prescott's show at NBC. Will Osborne lost his mother last week. Made a quick jump to Toronto for funeral and returned by plane. Edwin Carewe, the pix director, will discuss cinema with Whitney Bolton on WNEW. Vincent Lopez stays on his Wednesday eve Plough commercial until July 4. Jack Mills of Mills Music to Europe. Skip, step and Hoppkins on WABC, Schenectady, to WTAM, Cleveland, on June 18. Peggy Allenby back on Palmolive show. Margaret Humer, formerly in Bertha Brainerd's office, has been transferred to NBC's Sales Dept.

Scrambled Notes

Curtis Arnall is no longer Red Davis; money trouble, although reason given is voice change. NBC has waded through 40 juveniles looking for a replacement. Leon Janney, Bruce McFarlane, Burgess Meredith and Carl Swenson among those auditioned for the part. Porter Hall back at NBC. Returned from Coaco where he made the 'Thin Man' for MGM. Jack Gudo, head p.a. at CBS to Chicago Friday for three days. May Breen and Peter deRose celebrate 11th year as 'Sweethearts of Air' on June 21. Tom Probert from announcer to head of production at WNEW. Frances Langford back from nine days Florida and five pounds heavier. Jimmy Kemper losing his tonsils at Harbor Hospital on July 1. Gertrude Niesen goes on a nine-week vaudeville tour June 22. Bill Boren playing lead in 'We Die Exquisitely' which will be tried out at Locust Valley on July 2. NBC engineers on Fleet job worked 10 straight hours with no relief; one of toughest jobs they ever had due to each having a different hookup to be remembered. After job NBC gave the men a two-day vacation with pay.

Stand By

Ethel Levy (first Mrs. George M. Cohan) will be interviewed on WINS Round Table show on June 20. Gertrude Coughlan and Margaret Coughlan, who opened Sunday eve on NBC in a sustaining series titled 'Mrs. Montague's Millions', are daughter and granddaughter of Rose Coughlan, famous actress, and wife and daughter of Gus Pitou, head of Brainerd Booking Office (now known as United Booking Office). Florence Marks of CBS publicity vacationing in Bermuda. Clara, Lou & Em celebrate fourth anniversary on air on June 16. Jim Rogers of radio dept and Honey Lou Owens, copy writer, both at Benton and Bowles, were wed Friday morning and are honeymooning; no one knows where, but will return in two weeks. WOR now has entire 24th floor at 1440 Bway in addition to the 25th. Offices are being rearranged and redecorated and a new studio has been installed giving this station a total of nine. Paul Sabin may succeed Ted Weems at the Palmer House. Sabin was originally scheduled there but the death of Manager Hanson upset the plans. CBS still doing publicity for Lombardo despite the fact that he switches to NBC. Regarded as good will gesture.

CRCU, Vancouver, Heart Of British Columbia Web

Vancouver, June 11. Canadian Radio Commission has inaugurated provincial network with CRCV, Vancouver. Commission-owned station feeding large majority of its sustaining programs to CHWK, Chilliwack; CKOV, Kelowna, and CFJC, Kamloops. New station at Trail, 250 watts, enters loop when completed in a few weeks.

All stations are on the Dominion and western network service, but this fills more time for the little fellows.

George Wright, CRCV manager, now in interior seeing what talent towns can muster to feed network.

Conklin to Chi CBS

Chicago, June 11. Neil Conklin comes in from the New York artists bureau of CBS to join Walter Preston's artists office with the local Columbia spot.

Expected in by June 20, and will handle outside contacts on bookings.

FOOTBALL ALLURING TO LUCKY STRIKES

American Tobacco

(Strikes) is contemplating coming back to NBC this fall with a series of play by play broadcasts of the leading football games.

In addition to Saturday afternoon hookups the cig packer would shoulder the cost of describing one of the Thanksgiving Day gridiron events.

Mecum a KDKA Scout

Pittsburgh, June 11. Dudley Mecum, former pianist for Don Bestor's orchestra, has just been named a talent scout for KDKA Artists Service Bureau.

Mecum since leaving Bestor has been in and around Pittsburgh, first doing radio work and later as sales representative of a cocktail mixing calendar.

33 HIT PROGRAMS IN '33-'34

Early Report on Free Admissions; 419 Replies In

Washington, June 11. Early reports on Radio Code Authority probe of free broadcast performances is looked for. Stations are sending in questionnaires with alacrity, and only a handful of laggards remain to be rounded up. Altogether 419 replies to questionnaires had been received by Saturday (9).

While tabulation has not been carried very far, pending answers from holdouts, blanks sent in show only two stations that impose a regular admission fee. They are WLS, which collects for entry to its weekly Barn Dance, and WGN. Other stations show modified form of admission charge, such as coupon or receipt for purchase of advertisers' products.

No check has been made yet on attendance figures supplied, and hope of this sort probably will not be available for another two weeks.

James W. Baldwin, C.A. executive officer, hopes to have information classified, tabulated and analyzed in time for submission to NRA by the end of June.

Schlitz' New Show

New talent combination on Schlitz beer, CBS Friday nights, is set for 13 weeks. Composing the revised cast is Victor Young, Everett Marshall, Stoopnagle and Budd, Frank Crumit and Vivian Ruth.

Brewer's air package will continue to originate from New York with Batten, Barton, Durstine and Osborne doing the piloting.

Announcer Quits WCAX To Publish Newspaper

Burlington, Vt., June 11. Jack F. Tierney, chief announcer of WCAX, local station, has resigned to become a newspaper publisher. He will publish the first regional newspaper in the Champlain Valley. The paper to be called 'The Champlain Valley Review' will be a tabloid and published at Fort Henry, N. Y. First issue is set for June 14.

Tierney will be aided by his wife, formerly society editor on the Daily News here.

Leberman's New Job

San Francisco, June 11. P. K. Leberman leaves NBC's sales force, effective June 15, to join Safeway Stores as western advertising manager of the stores' journal, Family Circle. No successor has been appointed.

Leberman sold the Safeway accounts, including Safeway Stores and Brown Derby, on NBC for past several years. Incidentally, he is one of radio's only salesmen who also owns a station. His happens to be KRSC, Seattle.

Wax WGR Duo

Buffalo, June 11. Krausmeyer & Cohen, in WGR dramatic series for a local brewery, now goes on discs for series of 150 records.

Program, heard locally three nights a week, featuring Charles Jacobs, former burlesque comic, is now in its seventh month over the station.

Jell-O—Adult Style

When Jell-O, a General Foods product, returns to the air this fall it will be a night-time show directed at adult attention. CBS will be the release.

Last season the dessert base supported a dramatized version of 'The Wizard of Oz,' specifically framed for kid appeal.

Coincidence

Toronto, June 11. Motoring from New York for their engagement at Shea's Hippodrome here, Lee Sims and Ilomay Bailey were stopped at the border by Canadian immigration officers who were not satisfied with the identification of the two until the radio in their cars started broadcasting a Sims and Bailey program.

Not until the announcer stated that the numbers were electrical transcriptions were the immigration men convinced that they hadn't caught a pair of imposters red-handed.

KGW-KEX OFFICIALS PROTEST KTAR IDEA

Portland, Ore., June 11. C. O. Chatterton, assistant business manager of the Oregonian, and Harold C. Singleton, chief engineer of station KGW and KEX, have gone to Washington, D. C., to attend a hearing before the Federal Radio commission. Their mission is to protest the interferences that exist on KGW's 620 kilocycle channel.

Commission will hear a petition of station KTAR, Phoenix, Arizona, to establish permanently a 1,600-watt power on the KGW channel which would continue this interference.

LIFE GETS TOUGHER

Added Rules Cramp Song Pluggers at NBC

Latest restraint put by the NBC program department upon the music publishers' contacters has to do with the procedure the latter must follow in finding out whether their songs are listed on future programs. Haphazard popping in of the pluggers has become taboo. From now on this info must be made available to them only twice a week, from 4:30 to 5 Monday and Thursday afternoons.

Contacting will also have to be done with the individual program's producer. Previously the publishers' men had a central source for checking their plugs, a clerk in the musical division of the program department.

Order issued three weeks ago barring the song pluggers from the NBC studio premises after 6 p. m. still stands.

Ray Knight Cuckooing Limited to 15 Minutes

A. C. Spark Plug Co. clips Raymond Knight's Cuckoos show down to 15 minutes from a half hour and moves it to a Saturday night niche starting June 23.

New hookup calls for 53 stations on NBC's red (WEAF) loop.

Merriwell Folding

Chicago, June 11. Frank Merriwell show on CBS for Dr. West toothpaste washes up for the season on June 22 at the conclusion of its 13-week ride. Radio platters on indie stations will finish some time in July.

Planning a return to the ether at the end of daylight saving, with the J. Walter Thompson agency also figuring an evening show for Dr. West to appeal to the adult audience.

S-H-B BOOKS AIR PLUGS

Chicago, June 11. Perkins products shipping a flock of five-minute discs through the local Mason-Warner agency for its Kool-aide product. Will hit two times weekly on some 19 stations.

Thompson and Taylor testing announcements for its Rootbeer extract on some four or five stations, one of which is WLW. Announcements all brokered through the Scott-Howe-Bowen office here.

FLOPS EXCLUDED FROM SURVEY

Sales Reactions and Agency Ratings Figure in VARIETY Report—Lists Smash Successes Only

11 COMICS

Approximately 33 radio programs were outstanding or smash hits during the season of 1933-34. Of these, 16 were holdovers from previous seasons. And of the total hit programs 11 are devoted chiefly to comedy, or dominated by comedians.

By smash hit VARIETY means a conspicuous popular success. There are, of course, numerous footnotes for such measurements, including sales reactions, fan mail, Crossley reports, critical trade appraisal, and advertising agency ratings. VARIETY has taken all of these factors into consideration.

A number of well-known programs it will be noted, are not included. While it is possible that some programs may have been unfairly omitted in general the omissions are deliberate. Question of listing the flops of 1933-34 was deemed too hazardous and calculated to work injustices. Many air shows not ranking as hits have, nevertheless, served well the particular advertising or merchandizing problem which was their task. As to what constitutes a radio flop, there can be legitimate dispute. Renewal after 13 weeks does not mean success per se, any more than the reverse would mean flop. That various programs presented during the year have been hopelessly botched from a production standpoint is undeniable. Such shows would be deemed flops without argument, because the fundamental and minimum requirements of a radio program were not met.

VARIETY considers programs from the viewpoint of showmanship. Therefore, those shows which are rated as smashes may be held up as models of effective radio showmanship.

In listing the hits of 1933-34, VARIETY follows an alphabetical arrangement and makes no attempt to suggest any relative degrees of success.

The Hits

Fred Allen—With merger of Sal Hepatica-Ipana programs, this comedian stronger than ever. One of half dozen biggest hour shows. Benton & Bowles agency.

Amos' & Andy—Pepesodent's hardy perennial. Lord & Thomas agency.

Max Baer—Goodrich Tire 'Taxi' program has clicked niftily in last couple of months. Ruthrauth & Ryan agency.

Phil Baker—Held popularity and extended it. Armour's. N. W. Ayer agency.

Jack Benny—Held strong despite two changes of sponsors since 1933. Now General Tire. Hays McFarland agency.

Ben Bernie—Not rated as strong as earlier, but still in hit class. Pabst Blue Ribbon. Matteson-Forgarty-Jordan agency.

Burns and Allen—Guy Lombardo—General Cigar. J. Walter Thompson agency.

Byrd Expedition—Grapefruit show a results-getter even with handicap of atmospheric difficulties. Young & Rubicam agency.

Eddie Cantor—Chase & Sanborn. J. Walter Thompson agency.

Boake Carter—Philo's current events man held strong. F. W. Armstrong agency.

Citizens Service—Held strong. Lord & Thomas agency.

George M. Cohan—Broadway's favorite son took the radio hills on high. Good Gulf oil. Cecil Warwick & Cecil agency.

Joe Cook—Clicked instantly late in season for Colgate. Young & Rubicam agency.

WISN Turns on Steam

Milwaukee Competitive—Many Changes in Policy, Personnel

Dear Old WLW

WLW alumni in New York City is forming a social club. Said to number 82 graduates of the Cincinnati station now working in Manhattan.

Included are Don Hall Trio, Russel Ferguson, Chester Thomas, Ed Clelland, Alfred Saxes, Frank Wilson, Jane Froman, Don Ross, Little Jack Little, Seger Ellis.

RADIO TO GET ARTIST LABOR QUERY SOON

Washington, June 11. Questionnaires about working conditions of radio entertainers have been put in final form and are due to go forward to the industry as soon as NRA gives the go-ahead signal.

Much revised blanks were submitted last week to Equity and Deputy Administrator William P. Farnsworth for okay following recent code authority session. Hope to get forms in the mail in another two weeks.

Armour Takes on A.&P.

WBBM 2-Hr. A.M. Spot

Chicago, June 11. Armour company steps into the niche left vacant by A. & P.'s departure from the early morning run on WBBM, Columbia ace here.

Armour starts this week on the 7-8:55 a. m. period for 115 minutes of recording, spins and plugs. It's a long term contract full of options and hopes, set through the local Lord and Thomas agency.

Richard Crooks—Lawrence Tibbett. Firestone alternates. Sweeney-James agency.

Bing Crosby—Woodbury star socked. Lennen & Mitchell agency. Easy Aces—Popularity still rated high. Switched sponsor and hours. Jax Salts (Wyeth) Blackett-Sample-Hummert agency.

Hall of Fame—Lehn & Fink's short-lived name carnival. Ruthrauth & Ryan and Lennen & Mitchell agencies.

45 Minutes From Hollywood—Borden's. Young & Rubicam agency. Wayne King orchestra—Lady Esther's profitable boy friend. Stack-Goble agency.

Liggett & Meyers—Operatic series. Newell-Emmett agency. March of Time—Remington-Rand. Batten, Barton, Durstine & Osborne agency.

Maxwell Show Boat—Benton & Bowles agency. John McCormack—Vince mouthwash. Cecil, Warwick & Cecil agency.

Tom Mix Series—Wax series for Ralston's Purina a juvenile sock. Gardner agency.

Palmolive operatics—Benton & Bowles agency. Joe Penner—Skyrocketed by Fleischmann's Baker's program. J. Walter Thompson agency.

Babe Ruth—Doing good job for Quaker Oats. Fletcher & Ellis agency.

Albert Spalding—Class program clicked for Fletcher's Castoria (Centaur). Young & Rubicam.

Lowell Thomas—Continued popular. Sun Oil Co. Roche-Williams-Cunningham agency.

Rudy Vallee—Still top man in the guest artist program group. Fleischmann hour the Keith's Palace of radio. J. Walter Thompson agency.

Fred Waring—Ford. N. W. Ayer agency. Paul Whiteman—Kraft-Phenix. J. Walter Thompson agency.

Ed Wynn—Texaco gas. Hanft-Metzger agency.

Milwaukee, June 11. Stepping out for new business with pockets bulging with Hearst cash and 17 hours a day on the air, WISN is making its greatest drive. Gaston Grignon is general manager.

Station went into the 17-hour schedule June 3 when the WHAD call letters were dropped. The station recently bought WHAD. With the change in time sweeping changes in personnel and schedules were announced.

One of the newer ideas for WISN is an Artists' Booking Bureau, with the station furnishing acts for theatres, style shows, stags and whatnot. Grignon has hooked up with a 90-piece symphony, a new studio band and a host of talent which is weeded from the long line of auditioners hitting the studio daily. The auditions are open to all who want to try. Doors are open to the public which acts as judges and which aids the studio chiefs in picking acts which will have a chance on the air or for engagements through booking office.

Ray Brown, concert master of the Milwaukee Philharmonic orchestra, is in charge of the symphony for WISN, while the studio orchestra is directed by Elmer Krebs.

With a revision of the staff, the announcers now on the payroll include Samuel Sutherland, a hold-over with his own program; Joseph Pettit, formerly with WHAD and North American Broadcasting system; Bryant Easton, local youth who also handles dramatic department; Woods Dreyfus, vocalist, formerly with team of Al and Woody, and Howard Peck, a sports announcer.

Ed Harvey, new production manager, has had a finger in changing the schedule. Standard on the station are the 'Early Risers Club' a daybreak feature with commercial spot announcements; 'Melody Parade,' made up of Columbia orchestras or music by 'Krebs' hand with 'Window' a want ad tie-up; 'Peggy's Observations,' a girl reporter, Gladys Becker, tells human interest items picked up about town; 'Topical Tunes,' the days news set to music; 'Twenty Fingers of Sweetness,' twin platters with Julianne Delleter and Teresa Meyer and 'About Town,' a trio that ties in commercial announcements.

Station now has only one remote control spot, the Hotel Pfister, but Grignon claims eight others have been turned down because the station prefers big chain bands to the less known local organizations.

First big break the station had under re-organization was a half hour special for Gimbel's cotton week, producing a 'Cotton Showboat' over the air with Al Buettner as captain. Same show, all WISN talent, played a week also in Gimbel's store on specially built stage.

Continental Baking Will Spread to Hour in Fall

Continental Baking Co. will turn this fall to a weekly hour's whirl on CBS. Variety will be the show's motif. Previously the account has confined itself to the 15-minute idea in programming.

Batten, Barton, Durstine & Osborne is the agency.

Gans Convicted

Frank Gans, 25, drew two and a half years' minimum, five years' maximum, in Sing Sing prison for operating a radio film-club on uptown Manhattan premises.

Gans is a former radio announcer. Larceny conviction grew out of a \$360 bamboo against R. M. Webber, a ventilator manufacturer.

JOE WILLIAMS

Sports Comment

15 Mins.

COMMERCIAL

WABC, New York

Joe Williams does the New York World-Telegram's lead sport column. Last Tuesday (6) he transplanted his athletic comment to the air for a cigar manufacturer. This quarter hour opens with the announcer handling the ad copy and racing result; then Williams, and the announcer again picking up for the finish with the baseball scores. The news aspect of the program, hitting at 6:45 p.m., gives it the bulge on Ford Frick (WOR-7 p.m.) and a local baseball resume by WEAF at 7 o'clock. But the main item here is Williams and his sense of humor.

Williams chose the coming Carnera-Baer combat as his opening subject, making it both colorful and interesting. If memory serves it sounded as if the basis of the material had been drawn from one of his recent columns. And why not, if he keeps the aerial follow-up sufficiently spaced from his writings? The danger of getting too close to the subject, however, is not to wonder where they've heard or read that before and possibly deduce that it originated with the other writer. Which won't do Williams any good.

Sports writer launches himself with a "Hello, fellas"—an immediate tip for all farmers to list the had crops or concentrate on the stove unless they're particularly interested in the subject of perspiration for glory. Williams holds himself in good stead, especially as to his victory predictions. But maybe he's not joshing on the level, for most sports writers' correctly heralded wins are as distant to them as a ball-players' four for four or birdies to the golf pro when they'll do the most good.

It is to be presumed that this commentator will not stick entirely to boxing, although, with the coverage desired, it is doubtful if he can wander too far away from the ring or ball park or for too long. Which is just as well for his forte is boxing, racing and baseball.

This chatter is easy to listen to because Williams makes it pleasant, and it was bright on the first time out. Columbian was a bit stiff, being particularly concerned with enunciation, but as the tension eases it should become easier, and maybe funnier. Williams is a fast writer, and his sense of humor is not far from the fan's to find out. The chances are they'll like him.

Plus copy rests on the argument that the Girard is the best nickel stogie made and has \$10,000 to prove it. There's also a contest. Two tickets to a Yankee's game for the best letter giving five reasons why the Girard is the best. The announcer says it is. Required with the letter are five cigar bands. Consolation prizes are boxes of the product itself.

Webster-Eisenlohr, is the advertising agency.

JEANETTE CRAMER

15 Mins.

COMMERCIAL

KGW, Portland

Jeanette Cramer's cooking school broadcasts every morning over KGW have plenty of realism. Recipes and instructions for making a custard is followed over the air by the sound of an egg-beater, a knife as it slices the mixture, and the clatter as the prepared material is placed in the oven and the oven door closed.

There is no sound technician on hand to assist Miss Cramer, home economics editor of The Oregonian, broadcasts direct from the Oregonian kitchen, just on floor above the KGW-KEX studios. With a microphone and inter-communication telephone system she has no trouble at all. Microphone sets on a bench and as she talks to the radio audience she actually prepares and cooks the food.

Response to this new method of cooking school broadcasting has been tremendous. Miss Cramer has maintained a wide listening audience ever since she first went on the air, five years ago, and that's about a record for a radio school of a single radio cooking school. She attributes the success of her school to the fact that the listening households get the recipe and the planning of meals. The KGW cooking school does not consist one of 15 minutes on how to stir mayonnaise or the next day on how to bake rock candy. Each day the housewife receives practical suggestions on planning the meals for the day. It is Miss Cramer's theory that the housewife should not really object to cooking. What they dislike most is the planning of meals.

The Oregonian kitchen, from which the broadcasts originate, is a show place of the city in itself, and with the radio publicity tie-up, there is hardly a minute that goes by in the day that the visitors are not inspecting this new gadget or their new device or admiring the architecture and colors.

THE DERBY

Epson Downs, England

BBC Sustaining

WABC, New York

Heard hundreds of Americans held prize money sweepstakes tickets on the 'Derby,' England's racing classic which was run last Wednesday (6) the broadcast of the event at 10 a.m. was an unusual interlude over the American airways. Through an arrangement with WEAF and WABC the BBC short-waved the description with excellent reception in New York on rebroadcast.

Heard over Columbia's WABC station the relay was clear and could be tuned in as loudly as desired. Difference in announcer's methods over there is compared with the American style was apparent. Instead of a continuous stream of comment the expert who reported the race frequently permitted several seconds or more to elapse between remarks—that is, until the race started. Then he became excited and mind saying so. Ensemble sounds of the crowd came over distinctly but the voice of the announcer was in no way impeded. The announcer stated that a smooth, cultured British voice and then the lime, broad accent of the reporter. He said that Colombo, the favorite, who was beaten, was the most looking very cool. In fact I should say disdainful. He thought the finish was close and first believed Colombo won instead of coming in third. However, the announcer declared the race to have been entirely fair. Indicative of his own emotion his one word rating of the race was "terrific," which he repeated three times before turning the mike over to the BBC man who politely said goodbye until next year. Dec.

FLETCHER'S CASTORIA FROLIC

Dan Hornsby, Novelty Singer, Band,

30 Mins.

COMMERCIAL

WSB, Atlanta

This one-hour variety show (Thursday evenings, 9:30, CST) is aces in this section and represents an interesting experiment by national sponsor to present local shows. WSB chosen as one of key stations to be used by Fletcher's Castoria to test theory of sponsor that locally produced broadcasts at this time throughout country will prove effective.

Dan Hornsby, probably WSB's most popular individual entertainer, is the star of the Frolics and sings the misguided endeavors on his network technique. Hornsby sings sweet or hot and has definite microphone personality that places him tops on WSB talent roster. He also consistently leads the band, the Quartet, his own outfit, with Taylor Flanagan, top tenor; Perry Bechtel, baritone; and Sterling Melton, bass. The quartet also is worth a listen by network programmers.

Orchestral music played by Marcucci, which is better than average. Lols Lewis, soprano; and the Calico Kids, juvenile sister trio of singers, complete talent line-up. Jimmy Davenport, WSB announcer, handles show.

Only criticism of show is too heavy plug of product in continuity. Talent performers definitely and programs are built with skill. While Hornsby frequently reaches away back for a tune, the other music is pop and snappy. Bartlett's orchestra is not a string section and gets good effects from brass and reeds.

Fletcher's Castoria Frolic easily is in the first, second in point of popularity. The show is a definite success. Shows are built by WSB and all talent local. Hubbell Robinson, Jr., of Young & Rubicam, made all arrangements for broadcast series. Enrie.

ARMAND

With Jane Froman, Don Ross, Lenie Hayton Orch.

15 Mins.

COMMERCIAL

WOR, Newark

This program represents a vast improvement over the earlier and less successful endeavors on the part of Armand's Symphonie face powder. Most of the palpable mistakes enumerated four months ago are now eliminated. Purely popular songs are out. Weeks is still on the show (or his ghost), but he confines himself to the nature and quality of his particular brand of pulverized talcums.

It is a pleasant musical 15 minutes as now worked with Froman, Ross and Hayton and the supervision of the N. Y. Avar agency. Naturally no program compounded of such conventional ingredients as the "arm and a leg" and a couple of singers is going to astonish, amaze, or otherwise achieve radical reactions. Suffice that it's nice and will prove much more probably as any radio disc can hope for.

Armand states its product is "crisp" in a manner which may mean the powder is as inlaid in mixed with it. Spotlighted in the dailies the night (Monday) of the broadcast on WOR called attention to it. Land.

ROSA PONSELLE

With Andre Kostelanetz Orch.

Songs, Music

15 Mins.

COMMERCIAL

WABC, New York

Do you play Hamlet on the stage—in radio you do. Do you play Hamlet on the great opera—in radio you lyrically inquire, "Did somebody steal your middle car away?" or warble "Little Bo Peep." There's something pretty ridiculous about Rosa Ponselle in a thick Italian accent gibbering a la kindergarten that two-finger, quiter place, a luckoo look! And doing the more serious "Rosary" quite poorly, since that sort of thing is not her specialty.

Chesterfield is using heavy artillery on this shooting range. And seemingly missing the target. Land.

GYPSY TRAIL

With Jack Chapman, Vedder

15 Mins.

Sustaining

WGY, Schenectady

Chapman, bass-baritone, Vedder, narrator, and a studio orchestra take listeners to the states and of stations in NBC's red web on an aerial hike into the land of romantic music on this program. Originally, it was an early-evening broadcast; later the shot was fired over the network Friday noon, and now it hits the wave lengths at four p.m. on Monday. The artists' names are not mentioned, for an unexplained reason.

Presumably the setting is gypsy camp, with Vedder, as chief of the band, commanding that there be music and merriment. Chapman bursts forth in Bohemian ballads, to orchestral accompaniment. Instrumentalists also have their in-

Chapman has a resonant voice, of some range, tonal purity, and sweetness in the upper register. However, a few times the stated, slightly off-key. Generally, his voice and style are well suited to camp-fire ballad singing. Chapman handles the melodic theme in smooth fashion.

Vedder makes the swaggering, hearty-voiced chieftain a convincing character, and the orchestra skilfully pours out atmospheric music.

Not a pretentious program, but a pleasing one. Jaco.

WEST POINT V. & C. CLUB

Robert Yapp's Hawaiiana (3)

15 Mins.

COMMERCIAL

WOL, Newark

This is a real estate promotion. Music is used to hold WOR listeners long enough for a couple of sales talks. The program is very anxious for spare time money to visit the office of the company and learn the big news. Broadcast is Monday night, and the visiting hours of the next day on 42d street, New York.

Words 'salesmanship' or 'commission' never mentioned. Instead 'employment' and 'paycheck' are used. Nothing of the nature of the work or the proposition is revealed. Everything is bait for curiosity and a trip to the office of the West Point V. & C. Club. It is stated this occupies the former estate of J. Pierpont Morgan up the Hudson.

Strictly all-in-music, neither good nor bad. Obviously no thought given to production or showmanly. Whole object of the sponsor is to reach the many who may ordinarily be supposed to be listening to WOR, but without attracting any new ones. Land.

HARRY SAVOY

Comedy

COMMERCIAL

WEAF, New York

Harry Savoy, standard vaude comedian and on the boards usually very funny, failed to command much respect as a radio funny man when debuting to the kilocytes (?) through the medium of the Pot Valley Fleischmann show. Perhaps on a second time out he might do better.

Just what was amiss or lacking is not easy to say. His stuttering didn't help. Stuttering on the radio is chiefly an annoyance. His visible personality did not get itself translated into a readable term. He tended to ramble and his remarks tended to be just conversation instead of brain-tickers.

Charley Williams and Marcy Klauber, film and stage writing team, equipped Savoy with material for his radio start. Probably an open question whether the actor really was the material or the material didn't fit the performer. As pater the Williams-Klauber start seemed, in abstract, not unfamiliar to a great deal of the jesting that adequately serves other comics on the air.

Obviously, what Savoy needs for radio is exactly what all comedians need in that department, a central theme, something to remember the phrase, something that identifies the individual as an individual and not just one more in a series of gag-tellers. Savoy's diction is good. Land.

BERNARD GRANVILLE

With Lou Kaplan orchestra, Alfred Gigg, Patricia Leeds, Vaughn de Leath

30 Mins.

Sustaining

WOR, Newark

Artist bureau of WOR uses this half-hour interlude to showcase its talent and solicit club, banquet party and other bookings. Bernard Granville officiates as m.c. and chief personality of the half-hour.

Granville has been, and still is, a fine performer. He is especially blessed in the matter of voice. It's a fine, deep, masculine larynx. Nature improved through years in musical comedy and upon the legitimate stage. Granville was a star as early as near four figures. So he had to be good. And that pose and authority he now brings to radio where, seemingly, if he can find a suitable program idea to use as a vehicle, he ought to find a niche.

In particular it would seem that Granville's wit would be ideal for the sales plugs on some of the deluxe shows where a persuasive manner and ingratiating personality are musts.

Vaughn de Leath was more prominent in the earlier epoch of broadcasting than at present. Just one of those things. She still has a lot of what it takes. A very good voice and a professional style ought to put her on the available list. She's an alumna of NBC and CBS.

Other WORites did nicely in solo assignments. Program as a whole is engrossing. Land.

THE THI

Talk

Sustaining

15 Mins.

WMCA, New York

Experience and 'The Family Counselor' routines. Elected by WMCA for a buildup along these lines. It has been described as 'The eminent American astrologist and the man with millions of friends.' Despite the astrologist tag the program is plotted with extreme caution, which should keep it within the injunctions laid down by the Federal Radio Commission regarding soothsayers.

Palaver about astrology serves merely as a lead on for 'adviser' thing. Announcer in his introduction to the turn descants on 'man's relations with the heavens' and warns the listeners about trusting celestial insight, while Wynn himself makes occasional mention of the word 'horoscope,' but in any of the analytical details over the air.

Wynn opens his act with a parable, having for its source, so he says he thinks, the Bible. He then tells a story of a man who was a little fish and a glass tank. Fact that the invention of glass doesn't date back so far doesn't prevent him resorting to that item in his narrative. His recital gave him all the earmarks of an Uncle Bob catering to mental readers above and below the 12-year-old line. Any one who writes a letter giving his 'elant' on the parable automatically becomes a member in good standing of 'The Thinking Club.' Wynn's letter gets an airing on the next program.

For the second and final part of his act Wynn reads his fan mail. One letter recites that a writer has been offered an astrology service that will bring him thousands of dollars in stock market profits and wants to know if this astrological communications deal with problems of job getting, domestic relations and affairs of the lovelorn. With the last Wynn exercises particular care. Enunciation of the word 'avoid' gives each query short shrift and a mess of vague generalities. Wynn couches his stuff in straight from the sidewalk verbiage. As a sample for the walk verbiage, as a sample for the carry little selling power. He's now on two nights a week. If his mail makes it worth while more spots will be added to his schedule. Enrie.

DUFF'S GINGERBREAD MIX

'Minute Manners' with Mrs. Riley

15 Mins.

COMMERCIAL

WGY, Schenectady

In this series of five-minute discs, plugging Duff's Gingerbread Mix, Mrs. Riley discusses household matters, the banding of children, etc. Mrs. Riley comes right to the point in suggesting how this of that task can be effected. Other comedians have done this. Despite the fact a trace of the lecturing or teaching tone is noticeable in her remarks, she probably hits home with the average woman who is a housewife. The author-ity about what she says and the manner in which she says it.

Announcer spouts twice, and at some length, considering the fact the shot is fired in five minutes, an offer is attached. Platters are placed on the revolving table at an early-morning hour, several times weekly. Jaco.

VAL AND ERNIE STANTON

Comics

COMMERCIAL

WEAF, New York

Val and Ernie Stanton date back to the old Orpheum and Keith circuits. When big time was in flower the two silly aces English dialecticians fitted from flower to flower. They belonged to that group of performers, ever a minority, who could make a boast 'booked solid until next year.'

For the last couple of years they've been in radio. They handled 13 weeks for a regional sponsor over WEAF, Philas, and another 13-week run for another regional advertiser over WTAM, Cleveland, and have done guest appearances. So they are not a regional act, although they appear at this time to be new to Vaux's radio reports.

And for radio they look like a clinch bet for network attention. Their comedy formula is comparatively unexploited on the air. They obtain laughs with a good many fair accents, exaggerated fluency, multi-syllables are combined into a patchwork of amusing lunacy. It's the type of thing that comes very easily to the general fancy and elevates the boys into top brackets at express speed. Their long stage experience is reflected in the sureness of their work and police and their slick timing. Land.

NORMAN BROKENSHI

With Helen Daniels

Patter, Band

30 Mins.

Sustaining

WOR, Newark

WOR has given Norman Brokenshire two half-hours a week, a studio dance combo, a girl warbler and freedom to disport himself as he will and as he chooses. Brokenshire makes his pleasing make personality go a long way on a session that should have no difficulty insinuating itself with the WOR clientele.

Besides engaging in bits of philosophizing and reminiscing, Brokenshire bantons the band through a variety of musical arrangements and does the m.c.'ing of the show as a whole. Lending a voice to each installment as a guest is some friend or family fraternity.

On last Friday's (8) frame he had Artell Dixon, who went from the bluebird to the down south swamp-lands as a choice for his song repertoire. Helen Daniels, who formerly billed herself as Helen Rowland, has the regular vocal assignment in the Brokenshire show company. Her vocal style that does richly by a heart lyric.

Last Friday's affair also brought from Brokenshire heaps of sayings of a tune of 1927 vintage cued him into a line of reminiscence. He recalled some of his contacts around Atlantic City and topped off this recital with a quavering rendition of the song's lyric. Brokenshire's remarks in introduction and during the run of the personal about them. Dixon, he said, started out as an announcer, and announcers, he added, have strange ways of doing things. He solved up to important appearing executives; some talk themselves into gold medals and others talk themselves out of a job. Brokenshire, what it might have been from Brokenshire, he shows here that he still packs the mike personally that satisfies. Enrie.

GUY LOMBARDO SALUTE

International pick-ups, with Marion Harris, Mills Bros, Paul Whiteman, Gus Arnheim, Charles Dornberger, Berni

55 Mins.

Sustaining

WEAF, New York

Guy Lombardo's inaugural evening at the Waldorf-Astoria, New York, was the occasion for this publicity stunt arranged by NBC to compliment not only Lombardo but the NBC artists' bureau, which has been offering a regular series of pick-ups since the RCA family as a royal cousin. Opening nights of orchestras are as silky, but if they must be this is the way to do it. (From the leader's viewpoint), for the public is more impressionable and more worth-while impressing than song pluggers and other orchestra leaders.

Mechanically the international part of the broadcast, including England (Marion Harris) Scotland (The Dornbergers) and Argentina was okay. Show ran smoothly enough. Ben Berni was next to closing. There again having the public brought in meant something, since the NBC artists' bureau, which crowd knows all those Bernie catch-phrases by heart.

All in all, it was an appropriate salute to a celebrated aggregation of the radio world. As radio showmanship it rates. As a personal compliment to Lombardo it's genuine, since only the top-kicks of the biz could command such a stunt. Land.

Inside Stuff—Radio

Ford Frick is doing 15 minutes of sports every evening over WOR, New York. It's a commercial, has to do with baseball and he's been doing it for some time. But Monday, June 4, was a day off for both big leagues, there were no scores to report and Frick thought he'd catch up a bit on some diamond gossip for the fans. So he practically repeated, word for word, a Dan Daniel column on Frankie Frisch. Daniel is a veteran sports writer with a by-line in the World-Telegram.

The lift was so flagrant, being almost verbatim and broadcast the same evening as printed, that Frick must have had permission to use the material. If not it ranks as one of the most outstanding examples of cribbing yet noted. The way it came over the air Frick might just as well have been reading Daniel's copy. All of which doesn't figure to improve Frick's standing to any extent because some of his listeners must also be World-Telegram readers. If they're interested in Frick's nightly comment it's probable that they may also read Daniel, and repeating a written column on the same day over the air is so close that followers of both men won't miff the similarity. Which leaves Frick bundled up for future gossip chants in that a certain percentage of listeners will be wondering over who's shoulder has he been peeking this time.

Inasmuch as there's supposedly a certain esprit de corps among sport commentators the normal deduction would be that he must have had some sort of an okay or intended to get it later. Yet Frick uttered no word of credit as to the source of the Frisch material.

Recently completed Polk's 1934 Census of Consumers compiled for Oregon Journal, operator of KOIN, Portland, Oregon, reveals some interesting information for advertisers. Not the least of which is the fact that in this territory there are now radio sets in 84% of all homes. Two years ago the 1932 Polk survey showed 74% indicating a substantial increase during the two worst years of the depression. These figures refer to homes only and do not take into consideration the thousands of car radios that have been sold locally.

A nationwide census recently made by the Columbia network showed a national average of 60% of all homes owning radios. By comparison the figure of 84% in the Portland district makes it the best radio listening territory in the country.

In a suit for \$3,000 damages filed at Toronto through alleged default of a broadcasting contract, Joseph Newman of Radio Advertising Service has taken out a writ declaring that the house presented to George Young by the city of Toronto following the winning of the Wrigley marathon at Catalina is eligible for seizure under the judgment which Newman has secured from the Supreme Court.

Radio program was to boost an oil company to be formed by the swimmer and F. A. McLean. When the California trust company, in which Wrigley placed the Catalina prize money until Young becomes 30, refused to release funds for the oil venture, the radio deal fell through, with Radio Advertising Service suing successfully.

Although contingency deals are supposed to be out under the code, a Los Angeles advertising company has dug up a wrinkle. In placing straight announcements for an insurance company, agency buys one spot announcement from a station at the lowest card of the particular station and informs the broadcasters that it will pay 50c a letter for all over three received.

Idea behind this is that the letter of the code is recognized by buying the one announcement but as a fee is promised for all letters above the stated three it is expected that the stations will make additional announcements gratis, hoping to get in on the 50c an answer gray.

Probably first instance in east of daily capturing rival's radio editor is the hiring of Bridgeport, Conn., Post of Rocky Clark, hitherto loud-speaker delegate of the opposition afternoon Times-Star. Clark gets his fan mail at the Post beginning next Monday (18).

Post and Times-Star have been at a circulation tug-of-war for many months. Former daily, like its morning brother, the Telegram, has up to now been without a locally-edited radio column. Clark has been a newscaster morning and night on WICC, Bridgeport, until the recent press-radio agreement unwired him.

With practically all those not scheduled to stay on the air for the summer already off NBC finds that its current client setup to around 80% of the maximum number of accounts that it had at any one month during the 1933-34 season. The 20% drop for the warm spell represents the smallest of its sort in the history of the web.

In actual income from time the drop during June and July, at least, is not expected to come to 20% under the levels that prevailed for the peak spring months of this year.

Champ agency at hiring people to participate in reading the plug and eliminating them at the last minute is Benton and Bowles. Prompting most of the cancellations is the fear that the newcomers might suffer an attack of mike nervousness and ball up the copy's recitation. Ad reading was turned over to some one in the regular cast of entertainers and the person especially brought in for the former assignment gets the stipulated stipend anyway.

Two vice-presidents of NBC, Edgar Kobak and Richard C. Patterson, tripped to Omaha on his last week. Kobak fulfilled a last year's promise to deliver an address on advertising. Talk was given at Chamber of Commerce public affairs luncheon. Speech was Kobak's only biz, and he flew back to Chi same day.

Patterson stopped in to talk turkey with John Gilli boss at WOW.

Puzzle

San Francisco, June 11.
It's the sworn word of Priscilla Mitchell, switchboard queen at KFRC, that a fan phoned in the other day and asked:
"How do you spell KFRC?"

Spain Fines Station

Madrid, May 28.
Union Radio, largest local broadcasting station, was fined 5,000 pesetas (approximately 700 dollars) yesterday (27) because an announcer made remarks over the air which the minister of interior considered disrespectful to the government.

It is alleged that the announcer, name withheld, made the alleged remarks after the police informed the station that it would have to stop its rebroadcast of the Spain-Brazil football match in the Genoa football championships. Police pointed out that news broadcasting on Sundays is prohibited by law, that Union Radio's play-by-play account of the match was news and therefore its broadcast was illegal.

Calif. Goes Big on Cop Radio Stations in West

Los Angeles, June 11.

Of 19 radio frequencies allotted to police departments on the Coast, 14 are in California. In addition, construction permits for three additional police frequencies have been issued by the Federal Radio Commission. Spots will be Long Beach, Santa Ana and Whittier, all in Southern California.

Pacific Coast cities now utilizing broadcasting for mobile apparatus are: Aberdeen and Seattle, Wash.; Bakersfield, Berkeley, Fresno, Los Angeles, Palo Alto, Pasadena, Santa Barbara, Santa Cruz, San Bernardino, San Diego, San Francisco, San Jose, Tulare and Vallejo, in California; Las Vegas, Nev.; Klamath Falls, Portland, Ore.

Gen. Mills' New Special

General Mills' one-time shot on NBC this Saturday (16) night (10:30 EDT) framed around a cast of older names of the stage will include Olney Tetus, Fritz Scheff Gus Edwards, Donald Brian and DeWolfe Hopper. Abe Lyman will baton the musical aggregation.

It's 60 stations on the fed (WEAF) link.

New San Francisco Jobs

San Francisco, June 11.
Harold Helvenston, drama director at Stanford University, has been taken in an advisory niche by production department of KFRC, effective immediately, and succeeds Robert Bowman, who resigned last week.

Same station has taken on Eugene Hawes (Pedro Gonzales) for occasional spots, and is using a flock of other occasional on Happy Go Lucky Hour.

Cliff Nazarro, from vaude, put on the NBC payroll for network's variety shows.

George Storer, WMCA, New York, escaped taking the westbound aeroplane of American Airways that later became lost by a lucky change of an appointment.

New Commission July 1

(Continued from page 39)

Walter M. W. Splawn of Interstate Commerce Committee. Numerous other names enter into speculation, and leading Democrats are working tooth and nail to grab off patronage when commission gets going.

Investigat

With his resolution calling for investigation of fitness of present commissioners stymied in Senate committee, Senator Dickinson of Iowa sounded off against the present outfit, complaining that political influences, rather than impartial justice, direct decisions, and protesting that commission is dominated by the White House and Democratic bosses.

Town is filled with yarns about how commission has swung back and forth on touchy matters as Democratic powers pulled wires on both sides. Dirt received thorough airing in the Chicago Trib recently, paper carrying a series of articles by its star correspondent, Arthur Sears Henning, charging that a dozen cases were decided by political bosses. Yarns were linked up with Trib's prolonged and militant fight against government censorship of news and opinions.

Fact that commission decides cases and then orders its legal sharks to write decisions upholding their action caused quite a stir in Congressional circles, though it was no surprise to persons on the inside. Republican Senators particularly were incensed at evidences of how the regulatory body responds to political compulsion.

Fearing that President Roosevelt will make recess appointments after Congress goes home and that Senate will have no opportunity to pass on new commissioners until next winter Senator Dickinson called for some White House spokesman to deny truth of Chicago Trib, Washington Post and New York Herald Tribune charges without getting any answers.

Questioning constitutionality of quasi-judicial administrative agencies, Dickinson complained that commissioners are accessible to parties, attorneys, Congressmen and White House secretaries, who wish to talk to them in chambers about some pending case, and declared, 'it is all too easy for them to wink at a violation in one case and to make it the vehicle for drastic discipline in another.'

I am not satisfied that certain of the present members of the Federal Radio Commission possess the necessary qualifications, Dickinson stated, pointing out the need for a complete investigation of the fitness of the Roosevelt appointees.

Cloud thrown over present outfit was not dissipated when another 'final' decision in the Shreveport-New Orleans case was handed down Friday (8). After having wrestled with this matter for nearly two years, commission finally ruled that both KWKK, 'Hello World' Henderson's station, and WWL, Loyola University transmitter, should have full time and changed their assignments to eliminate conflict.

This case has involved plenty of political manipulation, with Senator Robinson of Arkansas, White House spokesman, and Senator Huey Long, of Louisiana, tangling in their long-standing feud. Robinson

moved in on the White House to see that WWL, friendly to Long, did not win out, while Huey, outside the fold, yelled and shrieked to prevent KWKK from coming out on top. Robinson got Col. Louis Howe, F. D.'s number one secretary, to let Herbert L. Petty, commission secretary, know of Robinson's interest, and Acting Chairman Thad Brown was called to the White House to get more detailed orders.

Another case of much the same character is the still-pending Los Angeles mess in which William Randolph Hearst is the leading figure. With decision before local courts on appeal taken by Don Lee System, political machinations are continuing. In this matter, commission overrid its examiner, who turned thumbs down on requests of stations KTM and KELW for license renewals and permission to sell out to Hearst's Los Angeles evening sheet.

oosevelt Involved

James Roosevelt, President's son, figures prominently in charges of political influence growing out of a New England scrap in which Yankee network was seeking new Portland, Me., outlet. Republicans allege young Roosevelt wired commission to give favorable consideration to application of Charles W. Phelan, representing Shepley Stores, for Portland license, but Secretary Petty denied any communication of any kind ever received from President's son. Two commissioners, however, confirm reports and say that telegram from 'Jimmy' was read in commission meeting. Frank Gannett, publisher of Gannett newspaper chain and friend of the White House, jumped into the mess along with Gov. Brann of Maine, U. S. Attorney Clifford and former Democratic National Committeeman Bob Jackson of New Hampshire. After granting Phelan application, the decision was rescinded, commission examining reported in favor of Gannett paper in Portland, and commission ultimately granted facilities to Manchester, N. H.

Half a dozen other equally complicated cases are in the spotlight including a battle royal involving several small New York stations seeking more time, a fight between stations in Indiana and Illinois contest involving two Pennsylvania stations, and lesser matters.

Charges that Arthur Mullen, former Democratic National Committeeman, is the number one lawyer because of his relationship to Commissioner James H. Hanley, and former commission examiner Elmer W. Pratt, have added interest to the gossip. Also figuring in the tall is Paul Spearman, former assistant general counsel of the commission, Congressman Sirovich of New York, Blanton of Texas, Woodrum of Virginia, Democratic boss Joseph F. Guffey of Pennsylvania, and less important political leaders.

Heat Sends Bishop North

Denver, June 11.

Frank Bishop, with KFEL, Denver for several years as secretary and sales promotion manager, resigned recently to go to WSGN, Birmingham, as manager.

Now he has returned to KFEL. Says its entirely too hot down South.



Cincinnati

the best programs gather the biggest audience



DOING THE REAL JOB!
SOUND BUSINESS POLICY
J.B. Wilson

Radio Chatter

New York

George Gallup has got himself a place in Princeton, N. J., for the summer.

Ira Ashley did his last continuity for the Phil Harris Cutex show with the Friday, June 8th broadcast. He had been authoring this series for seven months.

Paul Whiteman hasn't been on the air yet from the Biltmore roof. He opened a week ago Thursday (11), but preferred to refrain from broadcasting until the balance on the dine and dance spot has been rectified.

Aldo Ricci celebrates June 24, the first anniversary of his Phantom Strongs stanza on NBC.

Ed Kirby, of WSM, Nashville, in New York last week.

Karl Landt doing the guitar strumming for Landt Trio and White.

Tony Wons in Chicago last week talking with Johnson Stourwax about an evening program in the fall.

Joel Dennis on WNEW, New York Fridays.

George D. Lottman has made George Evans, one of his staff, a partner in the Lottman radio publicity business.

Marjorie McMullen, author of, and the lead in, 'Ma Fraser's Boarding House' sketch over WGY, is the daughter of a former children's court judge in Schenectady.

Bill Meenam, p. of WGY and editor of its 'Scissors and Paste', is back on the job, browned up, after a vacation.

The Vagabonds, WGY trio, are now singing over the NBC red web on Friday afternoon and Sunday morning.

Andrew Kelly's 'Horse Sense Philosophy' sketch, over WGY, is no longer an all-male affair. A young woman now acts as an 'extinguisher.'

WGB, Buffalo, using new Sunday morning show based on comic supplements from Buffalo Sunday Times (Scripps-Howard) Malcolm Burney, announcer, called Ole Time Chuckle.

New England

'As I See It,' program of comment on political and other news, which introduced Dick Grant to the Yankee Network audience in March, 1933, has been resumed as editorial period of web's news service. Grant's personalized comments were suspended when he took over the birth of editor-in-chief of the New Service last March. With the news on a smoother running basis, Grant is taking five minutes at 6:20 p.m. nightly over WNAC for an editorial comment on anything in the news.

Jaymott Sisters, two-plane team, now have early Sunday evening booking on WBZ-WBZA.

Jack Ingersoll and Carl Moore, sports announcer and patter-pianist, respectively, at WNAC, are working out once a week with the Shepard Stores team in the Retail Trade golf league. John Shepard 3d and his brother Robert make up the balance of the team.

Babe Ruth, in Boston with the Yankees, did his Quaker broadcast from WBZ studios.

Charlie Phelan, Yankee web sales manager, has his stable of horses at Rockingham Park in readiness for the opening of the racing season there.

WEEI's Ed Lord is the proud father of a baby girl.

Vic Whitman and WEEI's bossman, Charlie Burton, back from their fishing trip down Maine. Vic is telling stories of four-pound

salmon which were unlucky enough to get on his hook.

Arthur Andersen, accompanist for George Hinkel, is putting the finishing touches on an original symphony which he will submit to the Paderewski Fund in competition for \$1,000 prize.

Civilo ceremony which took place at Fenway Park Sunday in observance of the Golden Jubilee of the Ordination of His Eminence William Cardinal O'Connell was heard over the Yankee web, as was the big K. of C. observance held several nights previous.

After spending \$150,000 to fix up the place, the East Point Hotel at Nahant is considering the installation of a Yankee web line for dance pick-ups. The haul of 20 miles from the Boardwalk control room would be the longest distance for a regular pick-up.

Triestram Coffin, Utah-ite of the WNAC announcer's staff, had a former classmate from Galt Lake, City in the studios the other day to show him the inside of radio. The visitor was Gordon 'Dusty' Rhodes, important member of the Red Sox pitching staff.

Peoples Symphony Orchestra, with Fabien Sevitzky conducting, starts a series of sustaining broadcasts over Yankee net.

Polly Jenkins and her Plow Boys are playing theatres and broadcasting over stations in Vermont.

Simpson Fur Store, Burlington, is a new account on the books of WDEV, Waterbury, Vt.

Don DeForest and his National Broadcasters are now touring Vermont.

The Winnisquam Farms sponsoring the Montpelier Boys band in a series of weekly broadcasts over WDEV, Waterbury, Vt.

Cab Calloway and his Cotton Clubbers do three New England one-nighters next weekend, two for W. C. Cook, of Springfield, Mass., and the third Sunday night at Rotton Point Park, South Norwalk, Conn.

Etta Danegon, ex-WICC and WRC, signed as vocalist with Vic Vass's band, all-Connecticut combo.

Ferd Le Jeune, Lou Weiss and Johnny Woods taking over 'Merry-Go-Round' commercial at WICC, Bridgeport.

Lucy Warkins Lyman, Stamford pianist, making a WICC comeback in a Friday-evening spot.

Musicians' union boycott of WICC, permitting no members to broadcast unless they get paid, still holding tight at Bridgeport waiters.

Minnesota

Eddie Dundstedter is now doing his stuff for the Hamm Brewing Co. over WCCO, 15-minute discs, over WCCO, CBS affiliate, on Mondays, 9:45 to 10 p.m., and over KSTP, NBC outlet, the same time on Fridays. Program is a variety show, with ock, singers and Eddie himself at the piano. Discs made by the Midwest Broadcasting Co. of Mpls, new transcription outfit headed by Harold Finkelstein. Job is their first major entertainment program.

KSTP, St. Paul, claims Joe Penner is several years late on his duck idea, slant being that their 'wise quacks' programs—with toy ducks given to kid listeners—enjoyed tremendous vogue before inimitable Joe appeared on the airwaves. Quacks program is sponsored by Pearson Wholesale Grocery company with juveniles required to send in proof of purchase of Pearson products to win the ducks.

Zuhrah (Masonic) Temple Chanters, group of 30 male voices under direction of Prof. William Mc-

Phail of the McPhail School of Music, Minneapolis, Thursday (7) night warbled over KSTP in a program which was fed to the NBC national network by this station at 10:30 to 11 p.m., C.S.T. Program was a plug for the national Shrine convention, to be held in Minneapolis, June 19-21.

Western Canada

Gladys Cooper, CRCV, Vancouver soprano, sang over network for Al Pearce's NBC show at Strand and may join his unit in a few weeks.

Arac Chander, chief technician, CJOR, Vancouver, holidaying in California.

Del Finlay, son of Billy Finlay, well known Western Canada sports writer, handling Terminal league baseball over CKMO.

CJOR landed Shell Oil contract for twice-weekly broadcast of box scores. See Nicholson's Big Brother Bill—doing job now at both baseball and lacrosse.

Gerry Wilmet, CJOR announcer, doing good job in his side-birth as m. c. of new Coconut Grove, Vancouver.

Kentucky

Latest personnel shift on WHAS, Louisville, makes Joe Eaton promoter, director and promoter Pete Monroe to the dual capacity of chief announcer and studio director.

Sanders Sisters are back on WHAS for a daily quarter hour session of harmony.

Bob Acher, ballad warbler, has quit WIND, Gary, Ind., for his old niche, WLSR, where he's down for a dilly stint of his own.

Pacific Northwest

Kate Smith, in Seattle on stage tour, being interviewed last week on local CBS station, KOL, by Alan Howard, Hollywood Newshawk, following refusal of CBS officials to allow her to go on NBC station KJR.

Olsen and Johnson met with KJR, Seattle mike, when they landed at the burg's airport last week for stage appearance. Show gang, band, out to meet the comedians who, spouted foolishness. KJR planning another O. & J. appearance before week is up.

KOMO, Seattle, bragging over its mail count rating of over 14,000 letters thus far in 1934, placing it ninth among NBC stations despite the fact that it is but a 1,700-watt outfit. Twenty-five higher watt stations standing below KOMO in mail count.

Sydney Dixon, KPO, San Francisco, commercial manager, visiting Seattle and station KJR, on which he once sang.

A new program for its sponsor, but an old one for KOIN, is Gene Baker's 'The Wanderers,' now heard every week night on behalf of the Beneficial Loan Association.

Jimmy Riddell is in charge of the Warrenton Claim program, KOIN.

His assistant, Walter Wheeler, Station KEX scooped the newspapers recently with the first announcement of the selection of a queen for Portland's 'Rose Festival' to be held from June 14 to 19. Local sheets gave the queen a page one build-up for 30 days, and then on the night of the judges' decision the winner was rushed by cab to the studios. Announcement of the choice was made, and the queen herself, a slim brunette recruit from a high school, broadcast her greeting.

Dr. Henry Semler, dentist, has selected the transcriptions, 'Empire Minstrels,' 'Family Skeletons' and 'Remote Control' to embellish his advertising over KOIN.

Illinois

Sylvia Clark, besides appearing on NBC Friday and Saturday nights, the former in connection with Hydrox Joe Cream, is doing a routine of French ditties at Harry's New York Bar, 'Streets of Paris,' on the World's Fair grounds.

Bill Hay knocking off for a spell. Marie Coldevin's middle moniker is Antoinette.

Greig-Blair & Spight enounced in their new fancy headquarters.

Henry Seligson back this week from the month's sojourn in Yurpop.

French Casino with Carl Hoff and Noble Sissle orchestras on WBBM.

Ed Kobak and Roy Witmer in for the A.N.A. meet and for Midwest NBC buzz-buzz.

Ohio

Don Hall Rose trio visited their alma mammy, WLW, and loosed the info that they had signed with NBC for three years.

Visiting Crosley studios recently were Wally Mayer, air actor now webbing in N. Y., and Bob Burdick, at present working in WVA, Richmond, Va., former WLW hireling.

Sidney Ten Eyck, who recently rejoined WKCY, his first love, as announcer, has been assigned to m.c. the 'Happy Days in Dixie' Wednesday afternoon half-hour sustainer originating there and spreading over the NBC blue wave.

Ten Eyck is working in his 'Doozie Socker' chatter, formerly employed at WLW here and for a brief spell for NBC out of N. Y.

John Mitchell on technical staff and remote control announcer for WLW, Cincinnati, to share his name with Virginia Galt, local nonpro, starting June 18.

Greer Sisters, products of Covington, Ky., bowing in radio on WBAI, Crosley's Circe smallie, with modern polka-calm twice weekly.

Sidney Williams and Dan face the mike while Mabel pianos.

Ohio Farm Bureau Insurance Co., on WLW, Cincinnati, for long with 15-minute auto policy plugs, will charge to twice-weekly half-hour blurbs after June with Arthur Ainsworth continuing as announcer; new program calls for male quartet and stringed trio to replace string ensemble.

Bob Newhall, Mail Pouch sporter, on WLW, Cincinnati, cross-fired with members of Red Tenthred (7) while team was flying to Chicago; Red Barber, Crosley baseball speller, was in one of the two planes reporting the players and worked portable short wave transmitter, which was picked up and rebroadcast by the 500,000 watt. It was the first air hop for a major league club.

WLW, Cincy, is reviving toy band directed by Joe Luger for general appeal sustainer featuring Jack Birch with aim for commercial acquisition. Birch is leaving lotes mail for 'Zels Naptha. Ford Rush, as 'Old Man Sunshine', was a champ with toy band on Crosley's ace station for cereal sponsors during a lengthy stretch.

California

George Nees, new announcer, and Jim Freese, new technician, at KMTR, California.

Charles Hamp, returning to the Coast, was on KMTR for a one-timer as a reception back gag.

Euddy Forster, former UCLA sprinter, now singing on KMTR.

Bob Redd now producing NBC's Carefree Carnival.

Patricia Sturdy ded to the reader staff at NBC, Frisco.

Elizabeth Frelleson, ex-NBC, changing her profesh name to Beth Mery.

Receiving his first KFRC 'pan'

letter, Jay Brower marked it 'opened by mistake' and returned it.

Helen Troy, half of Cecil and Sally, sings NBS character comedienne on Carefree Carnival.

Lick Romaine doing the news broadcasts for 'Call-Bulletin' on KVO.

Ferb Taylor, former arranger with Abe Lyman, now in Claude Sweeten's band on KFRC.

Eugene Hawes (Pedro Gonzales) back from Los Angeles and doing several programs weekly on KFRC.

Harry Anderson, NBC sales chief, back from N. Y.

Maryland

Munny Park Band of Balto being aired over WBAL through summer months.

Bob Lunsinger's brother priest.

Young Bob Maslin, play de manjo no mo.

Majority of press peons swam home from WFER's 12th ann'y spread.

Nelson Baker doing yeoman duty for WFER Kiddie Club while Don Hix vacates.

Pennsylvania

Pittsburgh Symphony orchestra went network Sunday night over CBS from WJAS.

Alyce Martin, cellist at WCAE, Pittsburgh, has been signed by North Carolina State Symphony orchestra.

Stephanie Diamond and Tom Wilmet are hot and Jerry in a saw commercial sketch over WCAE, Pittsburgh.

Dale Shinn, formerly of WWSW, now on KDKA, Pittsburgh, with his Square Hatters sketches.

Feud continues between Pittsburgh's two leading radio eds, with their latest issue, 'Who Writes Joe Penner's Gags?' bigger (to them, at any rate) than either slavery or repeal.

Jesse L. Kaufman, of Hearst Radio Service, in Pittsburgh, and right out again for World's Fair without naming successor to Fred Weston as WCAE's manager.

C. K. Krause, Dr. R. D. Wyckoff and H. V. Noble named chairman, vice-chairman and secretary-treasurer, respectively, of Pittsburgh Chapter, Institute of Radio Engineers.

Another Angel is at KQV, Pittsburgh—Herbie Angel, son of Herbie and Rose Marie Angel. He has a 'Radio Review'.

Walt Sickles and Jimmy Murray doing a good job of air reporting Pirate games away from home via WWSW and KDKA.

Phil Spitalny and some of his femme musickers guest-starring over WWSW, Pittsburgh, this week during a 1st engagement at Penn theatre.

Murray Arnold, WIP world-slinger, on vacash.

Fred Waring's crew ded at Philly Convention Hall on June 21 for Ford free show.

Norris West, WCAU announcer, wearing shiner in hiding.

WCAU shouting loudly about its new warbling-rod in John Randolph, a baritone.

Connie Mack attended the WIP Homecoming Club outing last week.

WCAU trying to sell Jimmy Fox for a local commercial.

They are saying around Philly that 'Radio Review' come to will not go NBC after all, when KYW comes in.

Jan Savitt's band may go into the Pennsylvania State College WCAU cantata house music for the sweeter weather.

George Dallen leaving Berlin office to tie-in with WCAU as librarian.

CAPITOL, NEW YORK
This Week, June 8, and Next Week, June 15

ABE LYMAN

Favorite Band of Movie

WITH HIS OWN REVUE

Acknowledging the Fine Co-operation of
VILMA and BUDDY EBSEN—ELEANOR POWELL
GENE MARVEY—ELLA LOGAN

BROADCAST!

WABC
Phillips Dental Magnesia
Tuesday, 8:30-9 P. M., D. S. T.

WEAF
Phillips Milk of Magnesia
Friday, 9:30-10 P. M., D. S. T.

Reprinted from Variety, June 5, 1934

Abe Lyman - - -
- Socko 25G
In Sizzling Wash.

Washington, June 4.
Hot weather has hit most spots and friendships and grosses are tumbling so fast it has the boys dizzy. Rialto has folded for season, Keith's using three pics in six days and Earle is shooting or lowest week in several months.

Contrast, however, is Fox which looks like excellent \$25,000 on combination of Abe Lyman on stage.

Lyman ork rates as the best-received tune unit this house has ever had. Ovation at start from air fans holds up to stop show in finale.

Fox (Low) (4:34; 45-35-60)
The Lyman unit knock-out word of mouth.



New Business

BROOKLYN, N. Y.
Bond Bread, 28 announcements, one daily, in Jewish, Polish and Italian. Through B. E. D. & O. WLTJ.
Carter's Little Liver Pills, one year, announcements daily in Yiddish and Italian. Through Spot Broadcasting, Inc. WLTJ.
Concord Shoe, one 15-minute night time and one quarter-hour daytime program in Jewish, one 15-minute program daily in English, four announcements in English, for 52 weeks. Through Insalubich Service, New York. WLTJ.
Excelsior, 100 weather forecasts in Yiddish, six times a week. Through the Joseph Katz agency. WLTJ.
General Motors, 37 announcements, three times daily. Through Campbell-Ewald. WLTJ.
National Magnesia (Citrate of Magnesia), 15-minute evening program Jewish and quarter hour Italian program, seven time announcements a week, 26 weeks. WLTJ.
Rem, 14 weather forecasts a week in Jewish, Polish, Italian, six months a year for two years. WLTJ.
Stuham's Pumpnickerl Bread quarter hour Jewish evening program and one announcement a week, 26 weeks. Through A. B. Landau, New York. WLTJ.



ROY FOX
BAND
ON TOUR
B.B.C. NETWORK

THE GREEK AMBASSADOR
OF GOOD WILL
GEORGE GIVOT
Loew's Deluxe Theatres
 Sole Direction
HERMAN BERNIE
 1619 Broadway, New York

HAROLD STOKES
 directing
Climale and Palmer House
 NBC, CHICAGO

"The Singing Lady"
IREENE WICKER
 4th Year for W. K. Kellogg Co.
 All Material by Irene Wicker
 Made by ALAN GRANT
 N.B.C.—WJZ 5:30 Daily

VICTOR



ANNOUNCES

RICHARD HEMMER
and HIS RITZ-CARLTON ORCHESTRA
 With JOEY NASH
 IS AN EXCLUSIVE VICTOR RECORDING ARTIST

DENVER

Tony LaSalle, Inc., 10 announcements daily, one week. KFEL.
Associated Chevrolet Dealers, five announcements daily, one week. KFEL.
Lang's Barbeque, five special announcements. KFEL.
Smiths Riding Academy and Ranch, three daily announcements, two weeks. KFEL.
Offshore-Young Motor Co., 500 run of schedule announcements. KFEL.
Fontius Shoe Co., 500 run of schedule announcements. KFEL.
Eaton Jefferson, St. Louis, one announcement daily, exc. Sun, one month. KFEL.
Frumness Jewelry Co., five announcements daily, two weeks. KFEL.
Ogden theatre, one announcement daily, exc. Sun. KFEL.
Watchtower Radio Society, 15-minute program Sunday evenings, indefinite. KFEL.
Broomfield Summer Garden, three announcements daily, two weeks. KFEL.
Weststone Tire Co., for the May Co., three announcements daily, one month. KFEL.
Veterans of Foreign Wars, five announcements. KFEL.
Denham theatre, one announcement daily, exc. Sunday, three months. KFEL.
Maying Weathers, one announcement daily one month. KFEL.
Associated Grunow Refrigerator Dealers three announcements daily, one month. KFEL.
Wells Music Co., 500 run of schedule announcements. KFEL.
Sears Roebuck Co., increased former order of three 15-minute programs a week to six. KFEL.
Kellogg Corn Flakes, five announcements, two weeks. KFEL.
Morley Mercantile Co., 15-minute program, four times a week. KLZ.
Dodge Motor Co., two announcements daily, 10 days. KLZ.
Broadhurst Shoe Co., one announcement daily, one month. KLZ.
George Irvin Ford Dealer, one announcement daily, two months. KLZ.
Daniels & Fisher Stores Co., one announcement daily, one month. KLZ.
King's Luggage, two daily announcements, one month. KLZ.
Thorn's Linoleum Studio, two daily announcements, one month. KLZ.
Denver Store House, one daily announcement, one month. KLZ.
Metropolitan Beauty Shop, 15-minute program every Sunday, indefinite. KLZ.
Frumness Jewelry, four announcements daily, indefinite. KLZ.
Tom Botterill Hudson Dealer, five daily announcements, one month. KLZ.
Doran Coffee Co., two daily announcements, one month. KLZ.
Hamm Brewery, 13 15-minute programs, weekly. KOA.
Perkins Products, 15 five-minute programs twice weekly. KOA.
Lakeside Amusement Park, 26 15-minute programs, twice weekly. KOA.
Faustless Starch Products, 26 15-minute programs, three times weekly. KOA.
BOSTON
Perkins Products Co., 13 five-minute transcriptions, started June 8. Through Scott-Howe-Bowen, New York. WNAC.
General Motors Corp., 18 announcements, started June 8. Through Campbell-Ewald. WNAC.
General Motors Corp., nine announcements on Merry-Go-Round, started June 8. Through Campbell-Ewald. WNAC.
Good Redeeming Corp., 91 daily weather reports, started June 3. Through David Maklel Agency, Boston. WNAC.
Stokette, Inc., 156 15-minute programs, started June 6. Through Kasper-Gordon Studios, Boston. W.A.B.
Open God Steamship Co., daily baseball scores for 91 times, started June 7. WNAC.
Chrysler Motors Corp., 10 announcements on Merry-Go-Round, started June 6. WNAC.
Nantasket-Boston Steamship Co., 18 15-minute programs, started June

Renewals

Bristol-Myers (Sal Hepatica-Ipana toothpaste), 13 weeks, effective July 4, on NBC's red (WEAP) Wednesday nights, 7:30-8:00 p.m., LeRoy Hayton.
Ex-Lax Co., effective June 13 weeks, Monday nights, 22 stations on CBS, with 10 more to be added Sept. 24, new talent lineup.
 6. Through The Goulston Co., Boston.
Oakley Products, Inc., nine announcements in Evening Tatler, starting July 6. Through Radio Broadcasting Co., Boston. WEEL.
Chevrolet Motors, 18 announcements, started June 4. Through Campbell-Ewald Co., Detroit. WEEL.
Es-Lax, Inc., 104 announcements in After Dinner Digest, started June 1. Through Joseph Katz Co., New York. WEEL.
Boston Globe, four announcements, started May 29, one 10-minute program, June 3. WEEL.
Knitted Garment Stores, Inc., 168 announcements, started May 27. Through Bresnick & Solomont. WAAB.

CHICAGO

Institute of Meat Packers, five 15-minute programs Saturdays at 1:30 p.m. WLS.
Kerr Glass Mfg. Company, Sand Springs, Okla., 13-week series of one-minute announcements Wednesdays and Fridays. Also second 13-week series of two-minute announcements on Fridays. (Rogers Gano Adv. agency, Tulsa). WLS.
Rapinova Paper Co., St. Paul, Minn., series of 39 five-minute talks, Monday Wednesday and Friday (Erwin-Wasey agency, Minneapolis). WLS.
Campbell Cereal Co., Northfield, Minn., 15-week series of one-minute announcements three times weekly at 8:14 a.m. (Mitchell-Faust agency, Chicago). WLS.
Kitchen Artfoods, Chicago, for 13 two-minute announcements for Two-Minute Dessert, three times weekly. (Rogers and Smith, Chicago). WLS.
Former Craft, Art Wright and Leonard Salvo for three shots weekly starting June 12. WGN.
Bordens Dairy, three 15-minute programs weekly with Laurence Sabers and trio of Young and Rubicam agency. WGN.
Van Heusen Collars, two 15-minute radio discs weekly starting June 19. (Peck Agency). WGN.

LOS ANGELES

Mandell Shoe Co., Tues., Thurs., Sun., 8:45-9 p.m., Salvatore Santella's orchestra. KMTT.
NEWARK, N. J.
Kaps Refrigerator Co., three 5-minute periods a day, string ensemble, four weeks. WNEV.
Chevrolet, three announcements a day, four days. WNEV.

PITTSBURGH

Murdock Chevrolet Co., one announcement daily, except Sunday, for an indefinite period. Placed direct. WWSW.
Estelle's Sales Co., one announcement daily, except Sunday, for an indefinite period. Placed direct. WWSW.
Mark Laboratory, one announcement daily for four weeks. Placed by W. E. E. B. WWSW.
Zippo Manufacturing Co., six announcements weekly indefinitely. Placed by Harry Botsford. WWSW.
Oakland Beach Hotel, announced Lake, Pa., 36 week-day announcements and six Sunday announcements. Placed by Charles E. Yost. WWSW.

PHILADELPHIA

Olymper Ice Cream Co., spot announcements, five daily, for 13 weeks. Placed direct. WDAS.
Chelton Grill Co., one announcement weekly for 8 weeks. Placed direct. WDAS.
Selec. Shoppe, spot announcements, five daily, for one year. Placed direct. WDAS.
Texas Crystals Company, two 20-minute programs daily, except Sunday, for 52 weeks. Placed direct. WIP.

LINCOLN

Montgomery Ward, 30 daytime spot announcements. KFOR.
Grasmick's Restaurant, daily announcements on the new noon organ program. KFOR.
Brown Auto Sales Co., 25-word break announcement following the Hot Studebaker program. KFAB.
Dutton Chevrolet, four night and nine day spot announcements. KFOR.
Leader Beauty Shoppe, 13 announcements during June. KFOR.
George Z. Burt Co., 23 daytime spot announcements on the noon organ program. KFOR.
Moeller Grocery, to participate with announcements on the noon organ program for one year. KFOR.
Good Ice Co., spot announcements on the organ program. KFOR.
Grainier Bros., 5-6:15 Tarzan (RT) will be moved over from

KFOR to KFAB to run for 13 weeks. This is a five-day week feature.
Dutch Mill Baking Co., spot announcements for one year. KFOR.
F. W. Fitch Co., daily announcements for one week. KFAB.
Deep Sea Out Co., play by play baseball broadcast of the Chi Cubs or Sox games until Sept. Talk handled by Harry Johnson, station sport editor. KFAB.
Parsonage Tree Surgery, participation in Times 'N Tunes morning program for a month. KFAB.
Race of the Nations (Walkathon), Carle Lake, Inc., announcements for a month. KFAB.
Robert Simmons, political speeches starting Sept. 1. KFAB.

SEATTLE

Dodge Motor Co., nine one-minute announcements over KOMO and nine on KJR; started June 6.
Century Brewing Association, series of 69 50-word spots, three a week, over KJR, between June 27 and Oct. 2.
International Bible Students Assoc., 15 minutes each Sunday for one year. KJR.
Standard Oil Co. of Calif., three announcements daily over KOMO for one year.
Chevrolet Motor Co., series of 12 announcements on KOMO.
Chicago-Milwaukee-St. Paul Railway, 13 announcements on KOMO and 13 on KJR.

ST. LOUIS

Leppert Roast, St. Louis, time signals daily except Thursday and Sunday. KMOX.
Greater St. Louis Pub. Co., St. Louis, on "Exchange Club" show for 52 weeks. KMOX.
Marlin Mineral Waters Company, 13-week series of three 15-minute programs with the Rangers (Palls Adv. Company, St. Louis). KMOX.
Enders Razor Company, series of five-minute sports talks daily. (D'Arcy Agency, New York). KMOX.
Ball Bros., announcements on Womens Program, twice weekly beginning June 28 to Sept. 20. (Applegate Adv., St. Louis). KMOX.

Air Glorifies Weeks

St. Paul, June 11.
 KSTP on Saturday (9) put on a full hour's variety program of hill billy stuff, using all local talent. Program was one of five broadcast throughout the country for the National Horse and Mule Association, KSTP having been selected as the outlet for the northwest.
 Entertainment tied in with the association's prize contest on why horses and mules are best for the field, promoting the beasties over use of machinery.
 William Marlow and his 16-piece orchestra, Uncle Josh and his Huskers, Men of Notes (trio) and a male quartet twanged and yodeled on behalf of doing right by our quadrupeds.

KOA Uses Full Power

Denver, June 11.
 KOA is using its new 50,000-watt transmitter. It was put into use Thursday after inspection by William S. Hedges, general manager of NBC stations, and A. E. Nelson, KOA manager.
 Actual and formal dedication of the station will be about July 1, but since the transmitter was complete and ready to go, there was no logical reason for not using it. A coast-to-coast hookup will be used in the dedication program.
 General Electric built the station and formally turned it over to NBC Thursday and until the dedication the station will be on a trial run.

WPTF Upping Power

Charlotte, N. C., June 11.
 WPTF, Raleigh, N. C., is preparing to increase its broadcasting range by the installation of a five-kilowatt transmitter. H. K. Carpenter, manager, said that application is before the Federal Radio Commission and approval of the new type transmitter is merely a legal detail. A new permit was granted WPTF June 9, of last year. The present permit calls for use of power of one kilowatt and 680 kilocycles.
 Site for the location of a new transmitter has been purchased six miles from the city. The present transmitter is on the roof of the Sir Walter hotel.

Hicks Advertising agency has an arrangement with the Albert Kaye-Lin band, now at the Lexington, New York, whereby it will furnish the music for any program the agency might audition for commercial prospects.

Johns Finding Out

St. Paul, June 11.
 W. F. Johns, general manager of the St. Paul Dispatch, co-publisher last week with the Minneapolis Tribune of the 1,000-watt India, WRHM, is out on an inspection tour of newspaper-operated radio stations.
 Purpose of the trip, according to Dispatch's manager editor, Roy J. Dunlap, is to aid the new owners in determining their future policy on news-casting, the current radio-newspaper bone of contention.
 Matters of increasing wattage and spreading on talent and programs will likewise be held in abeyance until Johns's return.

Tony Wons on NBC?

Chicago, June 11.
 Tony Wons may go NBC this summer, Johnson's floor wax is talking about framing an elaborate musical and dramatic program around him and placing it on NBC for a late Sunday afternoon release. If the projects jells it will make its debut late in August.
 Wons currently is doing three 15-minute sessions a week on Columbia for the wax makers.

Always a Little
 Ahead of the Rest

SIZZ- LERS

For Further Information
 HAROLD KEMP, NBC Artist Bureau
 Personal Director, CHARLES A. GAYNA

GRACIE BARRIE

"The Sweetheart of the Blues"

Weeks June 1st and June 8th
EARL, WASHINGTON
 Booked for 2 Weeks
 Sole Direction
HERMAN BERNIE
 1619 Broadway, New York

FRANK PARKER

Featured Soloist
GENERAL TIRES

NOW ON THE COAST
**NBC STUDIOS
 HOLLYWOOD**

fred allen's
 HOUR OF SMILES
 WHI
 PORTLAND HOFFA
 JACK SMAY
 IRWIN DELMORE
 LEON STANDER
 MURRAY
 EILEEN DOUGLAS
 LENNIE HAYTON IPANA
 TROUBADOURS
 Material by Fred Allen and Barry Tugend
 Management Walter Batchelor
 Wednesdays, 9-10 P. M. D. & T.
 WEAF

EMERSON GILL

AND ORCHESTRA
 EN ROUTE
 MCA DIRECTION

VIVIAN JANIS
 "ZIEGFELD FOLLIES"
 CBS, Mon.-Fri., 12 Midnight
 Sole Direction
HERMAN BERNIE
 1619 Broadway
 New York City

Distrib Combines Deleted from Code; New Draft May Be in Force July 15

If John E. Williams, deputy NRA administrator for the publishing industries, a hearing this week for the combined music publishing code, the chances are that the latter instrument will be in effect by July 15. Standard and popular factions the music publishing business last week approved the latest draft of the document as submitted by Williams.

With the clause which sanctioned such publishers distributing combines as the Music Dealers Service, Inc., now eliminated from the revised document, the jobber opposition to the code has also been dissipated.

Code obtained its stamp of approval from the standard group as represented by the Music Publishers Association, during the latter organization's convention in New York last week. Standard publishers, however, will ask at the forthcoming hearing in Washington that the functions of the industry's code authority be changed. Instrument as it now stands provides for a joint co-ordinating committee whose authority will extend over hours of labor and wages. Standard men want a separate committee for themselves on the ground that it will be less expensive. Instrument this group that it would be if they were called upon to share the costs of a board that also supervised the pop division.

MDS Strangling
NRA administration struck out the clause sanctioning distributing co-operatives of the MDS classification following protests filed by Irwin A. Edelman, general counsel for the National Association of Sheet Music Wholesalers. Edelman contended that publishers combining to sell at one price, irrespective of quantity purchased, was oppressive to small enterprises. He also submitted to Washington letters expressing opposition to the clause with the signatories composed of Shapiro, Bernstein & Co., Harms, Inc., Remick Music Corp., M. Witmark & Sons, Famous Music Corp., Irving Berlin, Inc., Santly Bros., Ager, Yellen & Bornstein and Mills Music, Inc. These firms were among the original organizers of the MDS. Letters Edelman submitted to Washington were obtained at the time these publishers settled with Max Mayer on the anti-monopoly suit he had brought against them.

During the course of the standard publishers' convention last week, E. L. White, of the White, Smith Co., attacked the setup of the American Society of Composers, Authors and Publishers on its system of classification and its by-laws, which permits a self-perpetuating board of directors. White declared that the society was in dire need of a revised setup of the MDS, that would allow those in the ranks to have something to say about its operation. Edelman declared Monday (yesterday) that there was one clause in the latest edition of the code to which he was making an objection. Article two, paragraph 10, he said, defined a dealer as any one engaged in the wholesaling-retailing of sheet music.

Edelman stated that he would oppose this definition on two grounds; first, that it was unnecessary, since the dealer is not mentioned in any other section of the code, and second, that if left unchallenged it might at some future date be used for a code modification that possibly could work to the detriment of the jobber.

Duchin in Congress

Chicago, June 11.
Eddie Duchin orchestra goes into the Congress hotel for a summer run starting June 14. Will likely go over WBBM-CBS.
Duchin was originally brought out to Chi to open the suburban Dells, but the coppers have kept that spot folded.

Connelly Delayed

Reg Connelly, British music pub, again deferred his sailing back to London. Latest plan has him slated to depart tomorrow (Wednesday). Connelly was delayed in disposing of a number of British musical songs in America.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, weekly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Log compiled by Accurate Reporting Service.

	WEAF	WJZ	WABC
Tit!			
'Ill Striv' long.....	24		
Love O' My Heart.....	24		
I Wish I Were Twins.....	23		
Little Man Busy Day.....	23		
All I Do Is Dream.....	22		
I in't Lazy.....	21		
Sleepy Head.....	20		
Cocktails for Two.....	18		
So Help Me.....	18		
Love Thy Neighbor.....	17		
May I.....	17		
True.....	17		
Had My Moments.....	15		
Hat's On Side of Head.....	14		
Night On the Desert.....	14		
Reminds Me of You.....	14		
Ridin' Around in Rai.....	14		
1,000 Goodnights.....	13		
Hold My Hand, Co.....	12		
Practice What Preach.....	12		
Don't Let Love Go Wrong	12		

FIVE PUBS OUT OF MPPA FOLIO

Permission for the Music Publishers' Protection Association to include their works in lyric folios has been withdrawn by Famous Music Corp., Ager, Yellen & Bornstein, Inc., Robbins Music Corp., Sam Fox Music Co., and Isham Jones Publishing Co. These firms are also opposed to the continuance of the songsheet idea from within the popular industry.

First edition of the MPPA's songsheet folio, which also includes pictures of articles, was on the newstands last Friday (8). Thing sells for a nickel and the edition consists of 600,000 copies.

POLICE DRIVE AGAINST BLUE SYRACUSE JOINTS

Syracuse, June 11.
Syracuse police are cracking down on local cafes and night clubs offering floor shows as result of verified charges that, in many cases, the performances eclipse anything seen on stock burlesque stages here in the old days.

Practically every hole in the wall joint hereabouts is offering some sort of a show to lure patrons. Cooch dancing and tease stuff have been prevalent.

What stirred the police to action was the discovery that the proprietors of some establishments were specializing in young talent, some of the girls being 15 and 16 years old.

Albert's N. Y. Ogling

Frank Albert, head of J. Frank Albert, Sydney, Australia, publishing firm, spent last week in New York. With him was his wife, his son, Lex, and the latter's bride. All four were on the second lap of a tour of the world.
Albert rates us the world's wealthiest music publisher.

Art Strauss Doing Okay

Winnipeg, June 11.
Word comes from London, England, that Art Strauss, bandleader who went to England solely on 'spec' a couple of months ago, has already clocked with two London maestros—Lew Stone and Jack Hylton.

They are keeping him busy on orchestration work. Was on stage and radio here.

NITERIE TAGS

Can't Open Nite Spot in Chi With-out a Funny Name

Chicago, June 11.
This town has broken out with a yen for trick names, with the small cabarets going the full route. All they need is a name, a small room, a couple of table waiters and on Saturday nights a kitty orchestra. Some of the latest fangle in names are:

K-9 Club, Wonder Bar, Sloppy Joe's, Club Alabama, Club Leisure, Club Royale, Hi-Hat Club, Boat, Moulin Rouge, Nut House, Silver Slipper, Press Tavern, Harry's New York Cabaret, Mart Club, Snake Hips, Pirate, Iceberg, Cave, Jail, Grotto, Prison Cafe, Steamship Olees, Tin Pan Alley, Don Blanco, Penny Ante, Two Bit Club, Mirador, Alley Cat, Parody, Golden Pumpkin, The Four Deuces, 100 Club, 200 Club, 225 Club, 400 Club, Paradise, Roman Room, Casa de Alex, Crystal Top, Yorkshire Buck, Two-O-Five Club, Club Byron, Oh, Henry, Club Morocco, Minuet, Stables, Bowery Music Hall, Ballyhoo, Garage Cafe, Limehouse, A Bit O' Paris, Marquette, Caricoa, Red Grange's 77 Club, The Dells, Samovar, The Drunkard.

Mills Loses Attempt To Restrain Hylton's London Court Action

Motion made by Irving Mills to stay Jack Hylton, British bandman, from suing him in England over Cab Calloway's recent tour abroad was denied by Justice Hammer in the New York Supreme Court last week. Move before Justice Hammer came as a sequel to an action brought here just before the Calloway unit was about to sail for Europe three months ago. Band, however, made the trip unmolested by legal red tape.

When Calloway reached the other side, Hylton filed a similar petition for an injunction with the English courts. Mills last week asked the New York Supreme Court to stop Hylton from pursuing the injunction proceedings in England on the ground that there is a prior action of the same sort on this side. In turning down this request, Justice Hammer remarked that Hylton on this side is suing the Mills Artists Bureau, Inc., while in England the litigation is directed against Mills personally. J. T. Abeles is attorney for Hylton in the U. S.; Samuel Jesse Buzell reps Mills legally.

Continental tour that the Calloway band made was under the booking management of the Harry Foster office in London. Hylton claims that Mills, by giving this authority to Foster, violated a contract that he (Hylton) held. This contract, contends Hylton, gave him exclusive booking call on the European tours of all Mills acts. Hylton now wants to collect the commission he declares is due him for this tour, and also obtain an injunction which will prevent Mills from booking any of his attractions abroad unless through Hylton.

Leslie Abbott Studies

Leslie Abbott, son of John Abbott, general manager and partner in Francis, Day & Hunt's, is on this side to make a study of American methods in conducting the music publishing business.
Abbott figures on making a stay of six months.

MILLS SIGNS 2 MORE

Irving Mills has signed two new acts, Gloria Hilton and Melodores, all-girl band, and Joe Venutis hot combo, last at Delmonico's cabaret, N. Y.

Venutis first booking under Mills Artists Inc. banner is at Loew's Met, Brooklyn, June 22. Hilton femmes are slated for dance dates.

Rube Wolf in Frisco

San Francisco, June 11.
Rube Wolf has organized a dance band, and picture house m.c. opens at the Edgewater Beach club here June 26 under a booking made by the Thomas Lee artists bureau. Succeeds Niles Kinnear's crew.
Don Lee network will run a line into the beach nitergy for Coastwire broadcasts.
Wolf was at the Edgewater about 12 years ago when it was the old Tait's at the Beach.

Moses May Compromise Claremont Inn No Hoofing Order; Union Eases Rate

Union Protection

San Francisco, June 11.
Harry Barris and his band were due to bow out of the new Music Box cafe in two weeks, but, because the boys are buying new tuxedos on credit, local union won't let 'em go.
Barris' boys have the coats paid for now; as soon as the pants are theirs they can leave.

PINSLEY DIES IN AIR CRASH

Harry P. Pinsley, booker and assistant manager in the New York office of the Music Corporation of America, was among the seven persons killed in the crash of the American Air liner near Livingston Manor, N. Y., last Saturday (9). Pinsley, who was 25 years old, had during his three-year career in the business gained for himself high regard as a booker and personality among bandmen and hotel operators. Plane was taking him to Buffalo, where he was to make a call upon the executive offices of the Statler hotel chain.

Pinsley joined the Chicago office of MCA in June, 1931, after graduating from the University of Illinois. In October of the same year he was transferred to New York.

Surviving him are his parents, Mr. and Mrs. Sam Pinsley, two brothers and a sister. All live in Chicago. Pinsley was supporting the older brother, William, through the U. of I.

PETRILLO ORDERS DAILY PAY FOR EXPO BANDS

Chicago, June 11.
Continued weakness of concession business at the World's Fair has caused Jimmy Petrillo, chief of the Musicians Union, to rule that every band and orchestra appearing at the Fair must be paid daily. Coin is sent to the Musicians headquarters and there distributed.

8 Members of Hurst Ork Hurt in Auto Jam

Fort Dodge, Ia., June 11.
Cecil Hurst's orchestra figured in an auto jam near Fort Dodge last week, enroute to a Des Moines, Ia., engagement. Eight members of the unit were injured, Lyle Haskell suffering a broken back, and Clinton Hartwick severe hand injuries. Others were gashed and bruised.
Accident occurred when the players' bus and a baking truck mixed things.

Ferry Seeks Writers

Felix Ferry is in New York rounding up talent and writers for his next Casino, Monte Carlo, and Dorchester House, London, shows. Of the six writing teams that Ferry has listened to, the choice has slimmered down to Ben Oakland and Milton Drake, and Sammy Stept and Ned Washington.

Fink Outdoors

Henry Fink, west coast m. c. who has been one of the two sponsors of the Theatre Cafe in the Bond Bldg., N. Y., has shuttered the downstairs restaurant and reconstructed the Broadway and 46th street entrance to include a sidewalk cafe.
Fink will reopen the basement in the fall as the Caliente, featuring a Mexican cuisine and entertainment motif.

Jack Mills has taken over the American rights to 'As Long As I Live' from Peter Maurice.

Whatever is behind N. Park Commissioner Moses' edict against dancing at Claremont Inn on Riverside Drive and 124th Street, N. Y., it brought Roger Wolfe Kahn, the dance maestro, into prominence in instances. For one thing it may mean Kahn's ouster from the engagement which marks the late banker Otto Kahn's son's professional comeback. However, while June 18 has been set as the finale date, there is some likelihood of Commissioner Moses reversing himself.

The other instance of prominence involving the Kahn dance combo is that he rightfully figured that since he was working on city property in a pop priced roadhouse, he was entitled to B classification with the Musicians Union in N. Y. He was sustained by Ed Canavan and the board of the N. Y. local of the AFM, which means a difference of \$25 a man less on the job. It was because of this that Kahn had voluntarily increased his band from 14 to 16 men, in view of the saving per man on the union scale.

When brought before the union, young Kahn was not only sustained but the union authorities spoke of extending similar cooperation to every musical organization employed on city property. From the union's viewpoint, every time the city okay a contract for some pop priced eatery on a city park or other municipal property, it throws open more engagements for musicians. This the union wants to encourage.

Id Sheep House
Unionist Canavan spoke of the Levine brothers (owners of the Brass Rail in Times square) who have been granted the Tavern-in-the-Park concession in Central Park. This is on the site of the old sheephouse near the Central Park West, and 65th street gate. This, unlike the ultra swank Central Park Casino, will be gauged for the masses and scaled accordingly. It is because of the present Casino incumbent, Sidney Solomon's fancy tariffs that he faces ouster proceedings by the municipal authorities. The Levines also operate the restaurant concession at Jones Beach, Long Island. Kindred other pop eateries in city parks, etc., for convenience of the masses will be thrown open under Mayor F. H. LaGuardia's new deal for the metropolitan population.

Incidentally, in connection with Moses' ouster on the Claremont's dance band, it is not generally known that the park commissioner is an uncle of Roger Kahn's. Moses' objection to the Claremont is not against dance music but on the principal that a \$1 minimum obtains whether one orders a beer or a lemonade or more. Moses wants to abandon that minimum which, the city fathers' interpreters, is just another means of a covert charge, and that's against administrative policies.

Perry's Recording

San Francisco, June 11.
Joe Perry of Brunswick is in town cutting Arthur Tracy (the Street Singer) in English tunes at the MacGregor-Soll labs. Accompanist on the accordion is Madeline DeMicheli.

Perry is also testing Charles Marshall, NEC prairie balladist, with view of waxing him.

Johnson's 2d Degree

Toronto, June 11.
First singer to be awarded the distinction by the University of Toronto, Edward Johnson, was given the honorary degree of Doctor of Music here. Previously, this had only been awarded to composers and musical artists.
In 1929, Johnson was made Doctor of Laws at London University.

WITH ROGERS-HART

Hollywood, June 11.
Dick Rogers and Larry Hart are expected on the Coast July 1 to do tunes for 'Mississippi', a musical to be produced by Arthur Hornblow at Paramount.
They'll be here around eight weeks and then return to New York for a show.

MAY MUSIC BIZ IN PIT; PIX HELP

Sheet music business continued through May to sink lower into the doldrums. No relief from this state of affairs came apparent with the advent of June. If anything, the trade looks forward to the worst summer since the depression set in.

Responsible for keeping the ball rolling in a large measure have been the tunes from picture scores. Topping counter attention in this sector are those songs warbled on the screen by Bing Crosby. For De-Sylva, Brown & Henderson, four tunes out of 'We're Not Dressing' have done nicely. They are 'Love Thy Neighbor', 'May I', 'She Reminds Me of You' and 'Good Night Lovely Little Lady'. Giving signs of being destined for the top in the eastern area is 'I'll String Along With You', from Warner Bros. 'Twenty Million Sweethearts'.

While the going was good, 'Cocktails for Two' (Murray at the Vancities) did a hefty turnover for Famous Music Corp.

Sam Fox got a good reaction on 'Nasty Man', from 'George White's Scandals', and Robbins garnered a neat call on 'Riptide'.

Another number that drew substantial returns during May was 'Don't Let Your Love Go Wrong' (Broadway). Same month also showed Isham Jones' 'I Ain't Lazy' solidly on the upbeat.

Mechanical field had an equally glum May. In the east, Ted Fio Rito did the leading for Brunswick, Duke Ellington was Victor's ace taker, and Benny Goodman came out tops for Columbia.

Chicago Ali is

Chicago. Industry is looking around for alibis and finding plenty of them. Business is off and is being explained by the summer heat, the drought and the lack of an outstanding song.

That there is no one big tune, such as 'Springtime in the Rockies' or 'Last Round Up', is really affecting the trade. The best sellers are there not because they are particularly big, but only because the competition is weak. 'Little Grass Shack', previous list leader, is practically tied with 'Little Man' for sixth place, while 'She Reminds Me of You' was also just nudged out of the blue ribbon section for May.

Crosby and Lombardo continue to monopolize the Brunswick list, with Ethel Waters only in there for one ace tune.

L. A. Hits Bottom

Los Angeles. Bottom dropped out of the sheet and platter market during May, with sales volume lowest it has been in six months. One bright spot in the disc market was the demand for the new crop of Bing Crosby Brunswick recordings, which led the field hands. Sales of Crosby tunes led

MAY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING MAY BY LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1 'Little Dutch Mill'	'Little Dutch Mill'	'I'll String Along With You'
Song—No. 2 'Thousand Goodnights'	'Love Thy Neighbor'	'Little Dutch Mill'
Song—No. 3 'Love Thy Neighbor'	'Old Spinning Wheel'	'Old Spinning Wheel'
Song—No. 4 'Cocktails for Two'	'Thousand Goodnights'	'Little Grass Shack'
Song—No. 5 'Little Man, You've Had a Busy Day'	'I'll String Along With You'	'Cocktails for Two'
Song—No. 6 'I'll String Along With You'	'Little Man, You've Had a Busy Day'	'Good Night, Lovely Little Lady'

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1 'I'll String Along With You,' 'Fair and Warner' (Ted Fio Rito Orch. with Dick Powell)	'Riptide' (Guy Lombardo Orch.)	'Once in a Blue Moon' (Bing Crosby)
BRUNSWICK—No. 2 'Three Little Words,' 'My Gal Sal' (Claude Hopkins Orch.)	'Love Thy Neighbor' (Bing Crosby)	'Good Night, Lovely Little Lady' (Bing Crosby)
BRUNSWICK—No. 3 'Riptide,' 'How Do I Know It's Sunday' (Guy Lombardo Orch.)	'Come Up and See Me Sometime' (Ethel Waters)	'Ridin' Around in the Rain' (Bing Crosby)
BRUNSWICK—No. 4 'I've Had My Moments,' 'Beat o' My Heart' (Leo Reisman Orch.)	'May 17' (Bing Crosby)	'May 17' (Bing Crosby)
BRUNSWICK—No. 5 'Fare Thee Well,' 'The Sweetest Music This Side of Heaven' (Guy Lombardo Orch.)	'Fare Thee Well' (Guy Lombardo Orch.)	'Hot Chocolate Soldier' (Ted Fio Rito Orch.)
BRUNSWICK—No. 6 'Come Up and See Me Sometime,' 'You've Seen Harlem at Its Best' (Ethel Waters)	'Good Night, Lovely Little Lady' (Bing Crosby)	'Cocktails for Two' (Johnny Green Orch.)
COLUMBIA—No. 1 'I Ain't Lazy, I'm Just Dreaming,' 'As Long As I Live' (Benny Goodman Orch.)	'Good Night, Lovely Little Lady' (Benny Krueger)	'Beat o' My Heart' (Ben Pollack Orch.)
COLUMBIA—No. 2 'She Reminds Me of You,' 'Neighbors' (Earl Burnett Orch.)	'Ridin' Around in the Rain' (Earl Burnett Orch.)	'I've Got It' (Jack Teagarten Orch.)
COLUMBIA—No. 3 'I Can't Dance, I Got Ants in My Pants,' 'Imagination' (Chick Webb Orch.)	'She Walks Like You, She Talks Like You' (Earl Burnett Orch.)	'Basin Street Blues' (Benny Goodman Orch.)
COLUMBIA—No. 4 'Waitin' at the Gate for Katy,' 'Ridin' Around in the Rain' (Earl Burnett Orch.)	'I Ain't Lazy, I'm Just Dreaming' (Benny Goodman Orch.)	'I Lay to Me, Gypsy' (Henry Hall Orch.)
COLUMBIA—No. 5 'Good Night, Lovely Little Lady,' 'Once in a Blue Moon' (Benny Krueger Orch.)	'Old Roses' (Little Jack Little)	'Fare Thee Well to Harlem' (Benny Morton Orch.)
COLUMBIA—No. 6 'Passion,' 'Evocation' (Eduardo Bianco)	'Two Little Flies on a Lump of Sugar' (Little Jack Little)	'Emaline' (Benny Goodman Orch.)
VICTOR—No. 1 'Cocktails for Two,' 'Live and Love Tonight' (Duke Ellington Orch.)	'The World Owes Me a Live' (Raymond Paige Orch.)	'Tiger Rag' (Ray Noble Orch.)
VICTOR—No. 2 'Riptide,' 'I've Had My Moments' (Eddie Duchin Orch.)	'Cocktails for Two' (Duke Ellington Orch.)	'Nasty Man' (Rudy Vallee Orch.)
VICTOR—No. 3 'Neighbors,' 'Over Somebody Else's Shoulder' (Isham Jones Orch.)	'Love Thy Neighbor' (Raymond Paige Orch.)	'Caricosa' (Paramount Studio Orch.)
VICTOR—No. 4 'Hold My Man,' 'Nasty Man' (Rudy Vallee Orch.)	'The House is Haunted' (Paul Whiteman Orch.)	'Love Thy Neighbor' (Raymond Paige Orch.)
VICTOR—No. 5 'Easy Come, Easy Go,' 'When a Woman Loves a Man' (Eddie Duchin Orch.)	'May 17' (Eddie Duchin Orch.)	'Easy Come, Easy Go' (Eddie Duchin Orch.)
VICTOR—No. 6 'Flying Trapeze,' Parts I and II (Walter O'Keefe)	'I'll Wind' (Eddie Duchin Orch.)	'Riptide' (Eddie Duchin Orch.)

all other sales by a wide margin, with Ray Noble's 'Tiger Rag' jumping to the front for Victor, and Ben Pollack's 'Beat o' My Heart' perking things up a bit for Columbia.

In the sheet music field, 'I'll String Along With You' topped by big odds, though 'Old Spinning Wheel' and 'Little Dutch Mill' held strong. Last two weeks had 'Beat o' My Heart' perking up, and plentiful ethering created a consistent demand for 'Cocktails for Two'.

'Waiting at the Gate for Katy,' 'A Thousand Good Nights' and 'Why Do I Dream Those Dreams' were consistent sheet music sellers.

Music Notes

Hughie Barrett opened at the New Barn, roadhouse just outside of Rochester, N. Y.

Bobby Crawford, now fully recovered from his accident, leaves for the Coast this week.

Clarence Parrish and Harold Lee, both of Witmark's Chicago office, in New York last week.

Sanford Green has been given a term contract by Sam Sax at the Vitaphone studios. Green got a paper after several of his tunes in Warner Bros. shorts had clicked.

Witmark has taken over the American rights to 'The Very Thought of You' from Campbell Connelly.

Eddie Davis has added the Rhythm Boys, once with Paul Whiteman, to his band at the Canoe Place Inn, L. I.

Edward Howatt, formerly with Pryor's Band, is leader of the new Headquarters ork at Hudson, N. Y.

Ray Curley and his Silver King Aces are playing at Lakewood hotel, Averill Park, N. Y.

Art Hyde's orch at Forest Park, Utica, N. Y.

Low Lissack's orchestra, until recently at the Club Marco in Boston, is now playing at the Pine Point Inn on the Albany-Schenectady Road.

Jack Robbins will publish 'What About Me,' by Howard Dietz and Arthur Schwartz.

Louis Rothman and Reginald Fennel have taken over the ball-

room at Ethan Allen Park, Burlington, Vt. Plans this year call for traveling bands.

Henry Busse band turned out four pop sides at Columbia recording last week in Chi. Did 'Fool That I Am,' 'Dreaming of You,' 'Hot Lips' and 'Jealous.'

Bernie Lowe and orchestra at the Terrace Park Casino, Lake Okauchee, Ia. Band augmented to 13 with addition of Lloyd Huddling, tenor, and three Jays, femme trio. George L. Lampman, ex-KSO publicist, now repping Lowe combo.

Joe Ricadela doing the warbling with the Don Kordel unit at the Florida, Broadway spot.

Lola Barbra coming on from the Coast to join Freddie Berrens' vocal interluders at Ben Marden's Riviera, Port Lee, N. J.

Manfred Gottlieb and Continental Orchestra opens a summer season at the Country Club hotel, Nipewisink, Wis. Gottlieb previously played the Opera Club, Chi.

Dell opening at the Castle Farms club in Cincinnati. Now has Bill White as vocal soloist.

Keith Beecher orchestra set for the Sky Room at the Stevens Hotel, Chicago.

Jess Stafford's ban is out of the Club Tivoli, Frisco, and Lee Carroll takes a smaller group in after this week.

Les Hite's colored band, on a barnstorming tour of West Coast, opens at the Golden Gate this week (13) for seven days, battling for Horace Heidt's band during latter group's week off.

Pat money, opens his Beau Rhythm club at Sheepshead Bay,

New York, this Thursday (14) with a floorshow composed of Janet Reade, Pat Rooney, the 3rd, Helen Shaw, Bob Gilbert and Smith, Fields and Smith. George Kestner heads the dance combo.

Billy Rose's Music Hall, quartered in the former Manhattan theatre, Broadway, unveils this Friday (15),

Enric Madrigrera opens June 29 at Vivian Johnson's, Monmouth, N. J.

L. A. BIZ AGENT OUT

Los Angeles, June 11. Fred Whythe is out as business agent of Musicians' Protective Local 47 after two years. Successor will be named July 23, with Dr. Leonard Stalcup filling in temporarily.

The Rhythms of LES MEYERS

and His Orchestra
a Buffalo favorite, now appearing at 'Alhambra on the Lake' in Buffalo, and over the Columbia radio, make dancing feet tingle. Hear them play:
'ALL I DO IS DREAM OF YOU'
'I'VE HAD MY MOMENTS'
'SLEEPY HEAD'
'THANK YOU A LOVELY EVENING'
'HOT DUTCH AND SAPPARELL'
'A THOUSAND GOODNIGHTS'

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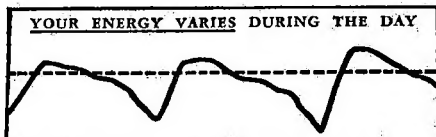
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the author of the bonus plan in ASCA
distributed among the writers of the
manuscript. Russell is also editor of the
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Experience of Camel Smokers Confirmed!

In New York a famous research laboratory announces a basic discovery that throws new light on our past knowledge of cigarettes. It embodies an "energizing effect." Through it the flow of your natural energy is restored in a harmless... utterly delightful manner. Fatigue and irritabil-

ity quickly fade away. Thus an experience long known to Camel smokers has received full scientific confirmation. You do "get a lift with a Camel," and it is a pleasure that you can repeat as often as needed—all day long. For Camels never get on your nerves.

Feel Played Out? Let CAMELS increase Your Flow of Energy

Are you irritable... cross and fussy when tired? Then light a Camel. As you enjoy its cool, rich flavor... notice how quickly you feel your flow of natural energy restored.

This fact is known to many through their own experience. How that "done-in" feeling drops away. How your energy comes flooding back and you are again able to face the "next move" with a smile!

NATURAL ENERGY IS RELEASED

The effect is produced by Camels in a wholly safe, natural, and utterly delightful way.

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NO NERVE IRRITATION WITH CAMELS

You can smoke just as many Camels as you want.

For the finer, more expensive tobaccos in Camels never get on your nerves!



TIRED OUT FROM SHOPPING...and then she smoked a Camel!

CAMELS
Costlier Tobaccos
never get on
your Nerves



Camels are
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